

7TH TIER  
MODERN PACKAGING



MAY 1933

# YOUR PRODUCT'S ADVANCE AGENT THE WINDOW DISPLAY

## BROOKS & PORTER

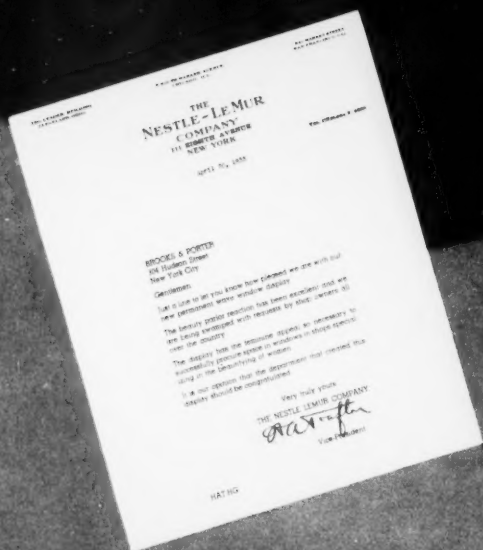
INC.

CREATIVE PACKAGING • PRINTED AND LITHOGRAPHED

304 HUDSON STREET

NEW YORK

WALKER 5-9494



Through thousands of windows it greets the passer-by. In glowing terms proclaiming your message to the never-ending consumer parade. Briefly, convincingly, attractively. Its importance in the modern scheme of merchandising is clearly evidenced by the numerous products which owe most of their success to effective window displays.



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by

**LORSCHIEDER-SCHANG CO.**  
285 MADISON AVE. N.Y.C.

**SCHANG CO.**  
FACTORY AT ROCHESTER, N.Y.

Each year an increasing number of manufacturers seeking boxes that will really sell merchandise—put their packaging problems up to Lorscheider-Schang. They are seldom disappointed. Lorscheider-Schang has been setting the pace in box styling for more than thirty years. Responsible concerns are invited to consult Lorscheider-Schang about boxes that will increase sales.

MAY,  
VOLUME 6

1933  
NUMBER 9

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.  
PERRY H. BACKSTROM—Eastern Advertising Manager. ALAN S. COLE—  
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culation Manager.

# MODERN PACKAGING

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Extending the plan announced in the April issue and initiated this month with the Annual Style Show, the Permanent Packaging Exhibit, during June, will devote its display facilities to the interests of packaging machinery. Machine-assembled packages, equipment, photographs, specifications, plant floor plans, etc., will be shown.

In the composition of the group of set-up boxes and the background of decorative papers reproduced on the front cover of this issue, products of the following companies were used: The Marvellum Co.; Chas. W. Williams & Co.; Hampden Glazed Paper & Card Co.; Louis Dejonge & Co.; Middlesex Products Co.; Matthias Paper Corp.; The Warner Brothers Co.; Karl Voss Corp.; Waterbury Paper Box Co.; Dennison Mfg. Co.; Lorscheider-Schang Co., Inc., and Cambridge Paper Box Co.

Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$5.00. Single copy 50 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog and sponsors of the Permanent Packaging Exhibit.

# "CAN YOU IMPROVE OUR PACKAGE?"

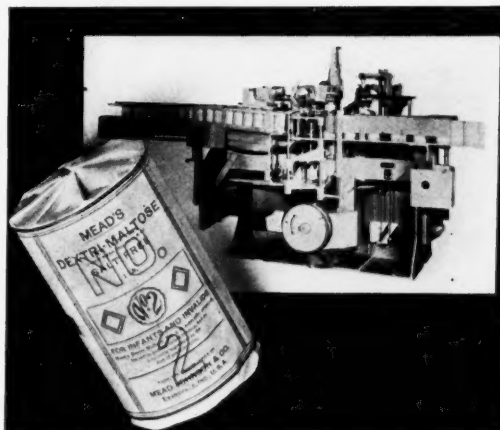
## It's One Good Way To Better Sales—Here's What We've Done:

The Redington Engineering Staff has given important assistance in improving the packages of manufacturers of packaged products. They have worked out new wraps, especially with Cellophane, suggested cartons that increased customer acceptance, designed seals that provided greater protection for moisture content, flavor or odor. And then they have built Packaging Machines to make these changes practical and economical from a production standpoint.

For instance, the unique interlocking wrap for tins of *Underwood's Deviled Ham* . . . the moisture proof *Junket* package . . . the handy carton of *Hershey's Baking Chocolate* . . . the heat-sealed, stain-proof wrap

for *None-Such Mince Meat* . . . the transparent cellulose wrap for *Tempters* . . . the perforated strip on the *Kleenex* box . . . the inside wax seal on *Franklin Baker's Shredded Coconut*. And we could cite many others.

We'd like to help you, too. But we can't unless you send a sample of your packaged product and a few details of your problem. There's no obligation—and we mean it!



### Mead's Dextrin-Maltose Can

has the added sales appeal of a paper wrapper with its distinctive 8-point spiral fold. Formerly done by hand, this wrap is now formed perfectly and at a high rate of speed by a Redington Wrapping Machine

*"If It's Packaging—Try Redington First"*

F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

# REDINGTON

## || Packaging || || Machines ||



Economical for Packaging - Cartoning - Labeling - Wrapping

# We'll be looking for you at Chicago



## PROGRESS

A Century of Progress  
International Exposition, Chicago, 1933

### Vegetable Parchment Company To Show New Uses Of Paper

One of the latest examples which science has given of "new things for old" is what has been accomplished in paper. An exhibit to be sponsored by the Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich., at the Exposition will demonstrate the variety of ways in which paper can help to economize.



## KALAMAZOO VEGETABLE PARCHMENT CO.

PARCHMENT [KALAMAZOO COUNTY] MICHIGAN

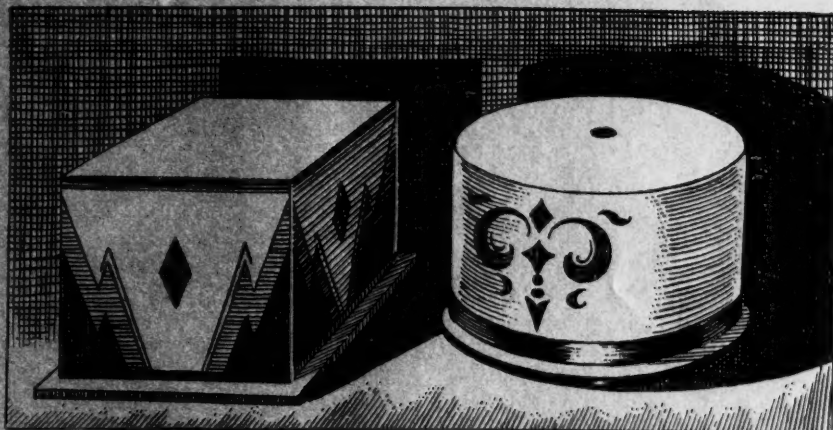
THE WORLD'S MODEL PAPER MILL

Come and browse around  
the KVP exhibit . . .

SEE paper made by hand, just as it was done in 1833. Then follow the century of progress in the manufacture of paper until it leads you to the whirring, block-long, high-speed paper making machines of "The World's Model Paper Mill."

You will find us in the midst of great food exhibits. Dozens of famous foods, protected by KVP Papers, will be all around us. We will also display office and business papers, ruled and school papers, and household specialty papers.

Our exhibit attendants will be eager to make your visit interesting and instructive.



## Not "How Much" — but "How Good"!

Choosing an effective metallic coated paper for the decorative covering of your box, is a matter of vital importance—for on its enduring richness and lustre depends the success of your package.

The most important question to ask, therefore, is not "How much," but "How good" is the paper you have under consideration. Does it retain its beauty and brilliance? Does it print and fold perfectly?

**ARTCOTE** Papers are generally acknowledged the standard of quality in bright metallic coated papers. They have achieved pre-eminence in their field because the manufacturers have specialized in these coatings exclusively.

Write for portfolio of printed specimens of **ARTCOTE** Metallic Papers.

**ARTCOTE PAPERS, Inc.**  
IRVINGTON, N. J.

# ARTCOTE

This is printed on ARTCOTE No. 0350

1871-1872  
1873-1874

1875-1876  
1877-1878

1879-1880  
1881-1882

1883-1884  
1885-1886

1887-1888  
1889-1890

1891-1892  
1893-1894

1895-1896  
1897-1898

# PROTECTING DOCTORS' SAMPLES FROM BREAKAGE



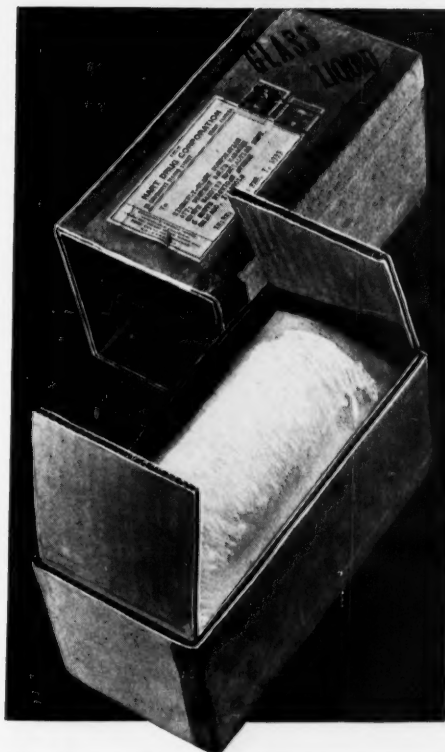
## *Hart Drug Corporation adopts KIMPAK Crepe Wadding for packing Efemist Inhalant for individual mailing*

SENDING individual samples to doctors, special customers, etc., unless properly protected can injure 'prestige, cause trouble. To avoid this hazard, the Hart Drug Corporation of Miami, Florida, has adopted KIMPAK Crepe Wadding for mailing samples of "Efemist" Inhalant to doctors. The carton containing the bottle is wrapped in KIMPAK as shown and then placed in a mailing carton.

KIMPAK is admirably suited for this and many other uses. It is a wood fibre product, soft as down, resilient and free from harsh foreign substances. It enhances the appearance of any product.

Besides it absorbs 16 times its weight in moisture. This is especially important where a number of bottles are shipped in the same carton. If one bottle is broken, adjoining containers are protected from danger.

KIMPAK comes in rolls, sheets and pads to fit any need. Mail coupon for samples and prices.



# Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

## CREPE WADDING

KIMBERLY-CLARK CORP., Neenah, Wis.  
Address nearest sales office:  
8 South Michigan Avenue, Chicago; 122 E. 42nd Street, New York City;  
510 West Sixth Street, Los Angeles.  
Please send us sample and full information on KIMPAK.

Company.....  
Address.....  
Attention of.....  
Our Product is.....

MP-5

# mumbo jumbo



ROUND the sick-bed of business the witch-doctors leap and yell. But the wise do not listen. Not magic, they know, but merchandising is what will help their business revive. Merchandising, not miracles, will quicken the pulse of sales.

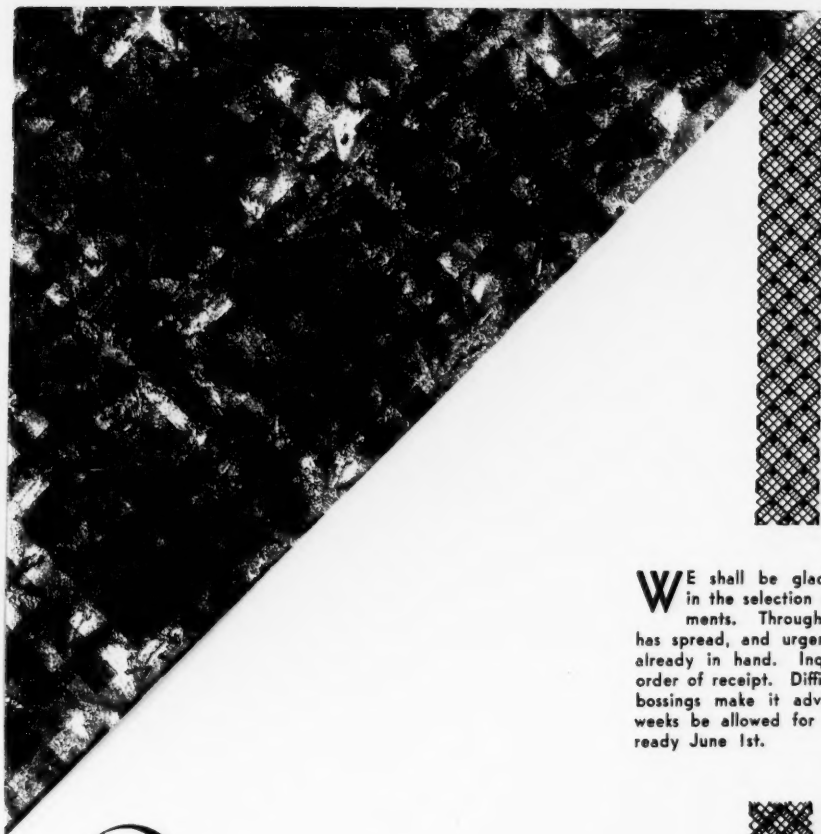
For the manufacturer of a packaged product, there are many merchandising tools. The package itself is one of the most important of them all. It must be of modern origin to win the reward of sales. It must attract with its beauty, please with its convenience. It must be designed (both structurally and artistically) by those who understand the consumer, and what will make her buy.

If you recognize the advantage of having your



package a jump ahead rather than a step behind the times, we earnestly suggest that you test the resourcefulness of the American Can Company office near you. An impartial check up of your present package will obligate you in no way—cost you nothing. It is likely that the men who have done so much to advance the science of packaging will have some profitable ideas and suggestions for you.

**AMERICAN CAN COMPANY**  
**230 PARK AVENUE • NEW YORK** 



WE shall be glad to cooperate with large users in the selection of special foils and color arrangements. Through visitors to our plant, the news has spread, and urgent requests for sample sheets are already in hand. Inquiries will be given attention in order of receipt. Difficulty in obtaining unusual foil embossings make it advisable that a minimum of three weeks be allowed for delivery. Small swatches will be ready June 1st.

# *The New* BEN MONT FOIL PLAIDS

SILVER, GOLD AND COLORED FOILS in great variety of embossed patterns and color combinations . . . Startling attention value in high colors . . . Subtly charming results in softer shades . . . The right answers to the increasing demand for plaids.

Consider the superiority of these new foil effects, the multiplied sales appeal for your own products—and note that some immediate indication of your possible requirements might aid us in saving you from unnecessary delays.

BENNINGTON WAX PAPER CO.  
BENNINGTON, VERMONT

These same plaid designs may be had, on special order, for flint and other papers and transparent cellulose.

Box and wrapper users will find it profitable to become better acquainted with BEN MONT lines of decorative papers, transparent cellulose and foils, in sheets or rolls.

Write for samples of our new flint papers, parchment greeting card stock and crinkle-printed cellulose—the latter devised by our Fancy Papers Division to provide elasticity that will eliminate breakage losses while increasing package attractiveness.

Label and wrapper printing to order . . . America's most comprehensive line of waxed papers . . . Shredded waxed paper and cellulose . . . Widest range of Christmas and everyday tissues, plain or printed.

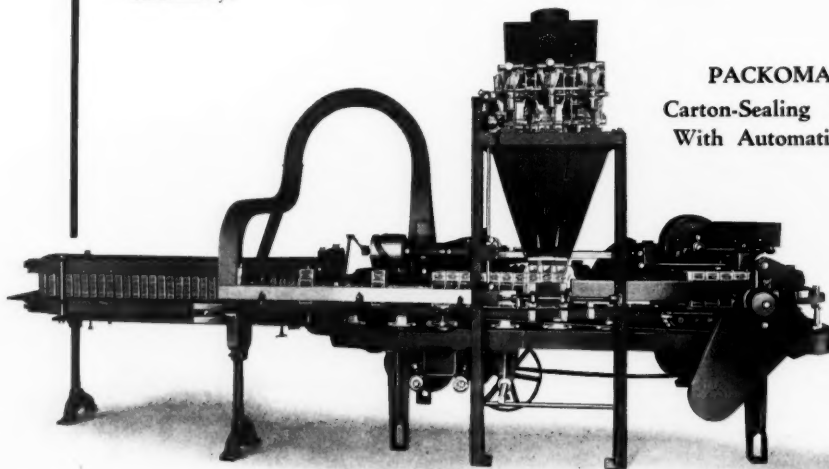
# Some facts . . . and figures

## about the Packomatic Carton-Sealing Machine with Automatic Scale

The machine shown below has proven a tremendous success and fully measures up to the splendid results that were expected of it. Like all Packomatic-designed-and-constructed machines, it operates continuously and efficiently with practically no cost for maintenance and upkeep.

It is being used for packaging a large variety of semi-free flowing products. Commercially accurate weights guaranteed. Settling device furnished if required.

The weigher is furnished with or without power feed; three units dump while three fill. Speed: 60 or more cartons per minute. Requires only one operator. Write for catalog giving full details of this and other Packomatic machinery.



PACKOMATIC  
Carton-Sealing Machine  
With Automatic Scale



AUTOMATIC  
MACHINES

for all

PACKAGING PURPOSES

Automatic Cartoning machines  
Semi-automatic Net weighers  
Semi-automatic Gross weighers  
Container Sealing machines  
Can Labeling machines  
Coupon Inserting machines  
Special machines and devices  
Carton Forming machines  
Carton Sealing machines  
Automatic Net weight scales  
Automatic Gross weight scales  
Automatic Volumetric fillers  
Automatic Lining machines  
Wax Wrapping machines

# PACKOMATIC

## PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

CLEVELAND

SAN FRANCISCO



ipi

Ink

— MOLDER OF THOUGHT  
AND FEELING

# *The* **INEXHAUSTIBLE SALES POWER OF COLOR**

**I**DEA, thought, and design are powerless to deliver their message in print until color catches the spirit of their meaning and transmits it to human perceptions.

No matter what power and beauty are embodied in type and engravings, they remain unseen and unfelt until color reveals them to the eye and the mind.

Color is therefore the portraying element for all imaginative thinking wherever it is conceived in type or pictured in design and illustration. Color is the interpreter—the force that intensifies and embellishes, and as such, color becomes the mold of thought and feeling in others.

No one will ever exhaust the power of color to stimulate and inspire. Out of the wealth of color available, any mood, any atmosphere can be created. Through color's tremendous capacity to produce reactions, to form conceptions, and stimulate action, selling has made marked advancement.

Color is *ink*. It's the ink that you see, it's the ink that registers ideas and images in the mind. All the power and beauty that are attributed to color in printing belong to ink. Ink is the power behind the color throne.

Ink-making is therefore the creation of beauty and salespower. Any less sincere approach to the project would deprive printed salesmanship of its strongest weapon—would retard the progress of the entire printing and advertising craft. Let our representatives tell you more of our story.



## **THE INTERNATIONAL PRINTING INK CORPORATION**

**75 VARICK STREET NEW YORK CITY**

Branches in the following cities: Atlanta, Baltimore, Battle Creek, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Houston, Indianapolis, Kalamazoo, Kansas City, Los Angeles, Milwaukee, Minneapolis, Nashville, New Orleans, New York City, Philadelphia, Richmond, Rochester, St. Louis, St. Paul, San Francisco



## WE WANT AN OPINION from every man concerned with automatic packaging

As an outstanding factor in the field of packaging machinery, the Pneumatic Scale Corporation asks the executives of companies using packaging machinery—plant superintendents, engineers, and all those concerned with the production of packaged goods—to express an opinion on a question which is vital to the future interests of both users and manufacturers of packaging machinery.

### The question is this:

In your opinion, should the manufacturers of packaging machinery work toward obtaining greater flexibility in designing their automatic equipment, or should they use or produce single-purpose machines handling one type only of one given product?

In the light of today's and tomorrow's needs, in view of the rapid changes taking place in the design, the nature, and the character of product containers which include packages, bottles, and cans, which of these two theories do you believe will be the more important requirement of packaging machinery in the future?

☐ Speed

Remarks:

☐ Flexibility

(which allows one machine to handle more than one type of container or one package)

Remarks:

Other Comments:

**PNEUMATIC SCALE  
PACKAGING MACHINERY**

Branch Office in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.;  
San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W., and  
Trafalgar House, No. 12 Whitehall, London, England

## An Endorsement from the PACKAGING INDUSTRY

## Of Interest to Every User of Packaging Machinery

In February of this year we asked executives of concerns using packaging machinery to express an opinion on a question we believed was vital to them and to us. That the question *was* vital is demonstrated by the interest this advertisement created and the character and number of replies received.

The consensus of opinion as expressed by executives who answered this question clearly indicated that the policy of the Pneumatic Scale Corporation

in designing packaging machinery which embodies a maximum of flexibility, consistent with practical operation, meets the general approval of the users of packaging machinery.

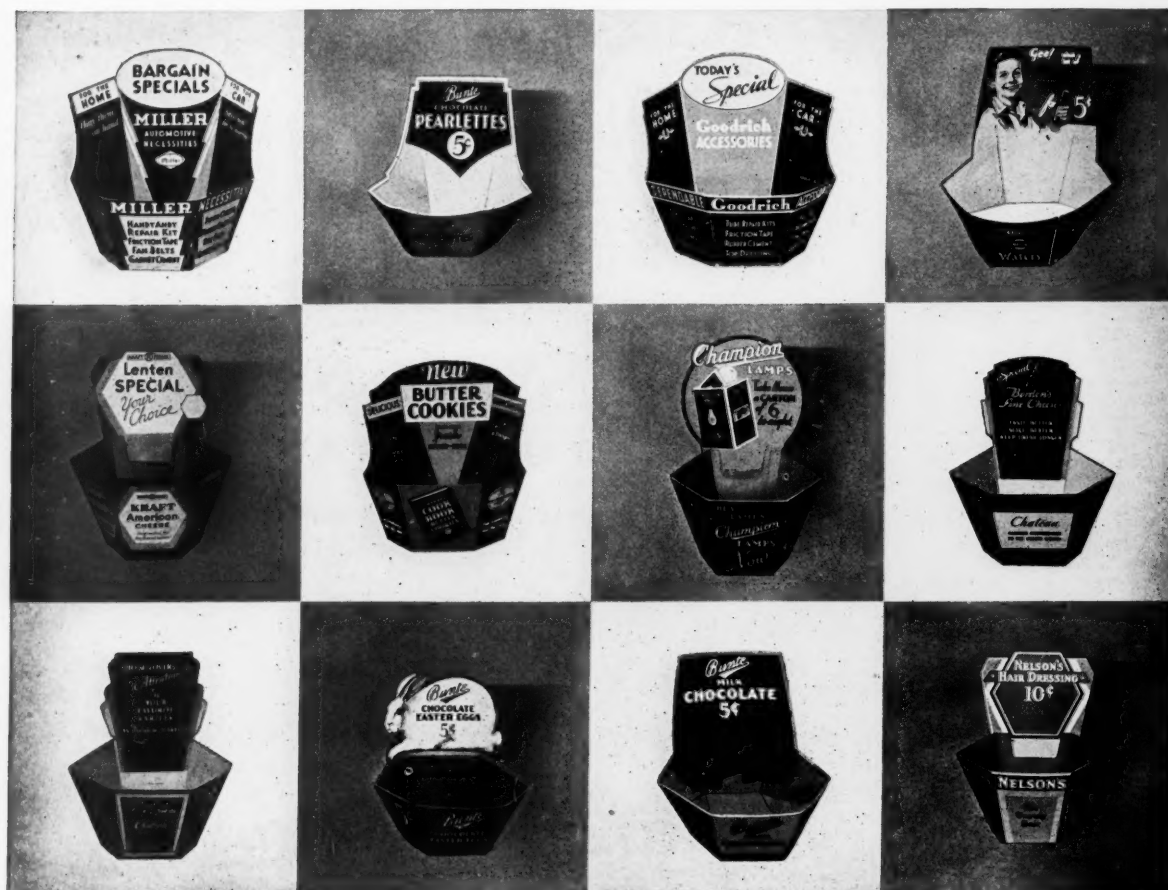
Pneumatic's accepted high standing in the packaging machine field has been achieved and maintained by its constant endeavor to anticipate definite packaging needs and trends with suitable and dependable automatic packaging equipment.

# PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.  
QUINCY, MASS., (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.;  
San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W., and  
Trafalgar House, No. 12 Whitehall, London, England

# Display Baskets sell the Goods



DEALERS LIKE THE SIMPLICITY OF THE  
FORBES PATENTED BASKET

- Forbes has created and produced hundreds of thousands of Display Baskets for alert and aggressive merchandisers who realize the value of getting their product off the shelf and within easy reach of the buyer.
- Your product, in an attractive open Display Basket, will invite handling and inspection by the waiting shopper—and with the product in the hand of the buyer, the sale is more than half completed.
- Present YOUR product at point of purchase—in an open Display Basket designed and produced by Forbes, covered by Patent No. 1,860,349.
- If you haven't had our booklet "Getting Your Merchandise Off The Shelf", write for your copy now.

# FORBES LITHOGRAPH MFG. CO.

P. O. BOX 5130. BOSTON

NEW YORK PHILADELPHIA ROCHESTER CHICAGO BOSTON DETROIT CLEVELAND

TEAR OFF - MAIL NOW

POSTAL CARD

MATTHIAS PAPER CORPORATION

143 N. FIFTH STREET

PHILADELPHIA, PA.

Place  
Stamp  
Here

DATE.....

SEND TO MR.....

AT THE .....COMPANY

ADDRESS .....

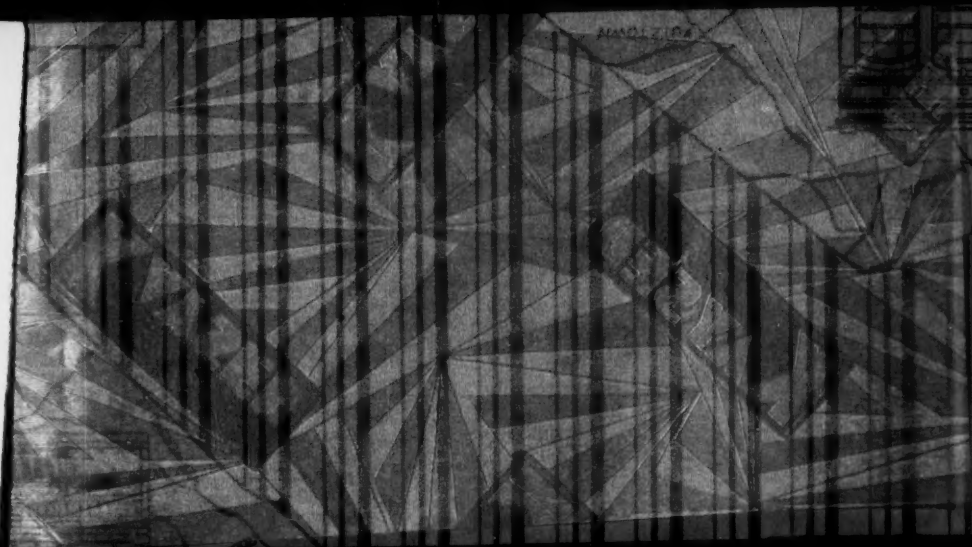
full details regarding Private Design Papers.

(If you care to send sample of paper now being used, and or details of quantity contemplated our information can of course be more exact. There is no charge for sketches we submit.)

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MATTHIAS PAPER CORPORATION

**CORPORATION**



DATE.....

SEND TO MR. ....

AT THE ..... COMPA

ADDRESS .....

full details regarding Private Design Papers.

(If you care to send sample of paper now being used, and or detail  
quantity contemplated our information can of course be more expl  
There is no charge for sketches we submit.)

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CORPORATION















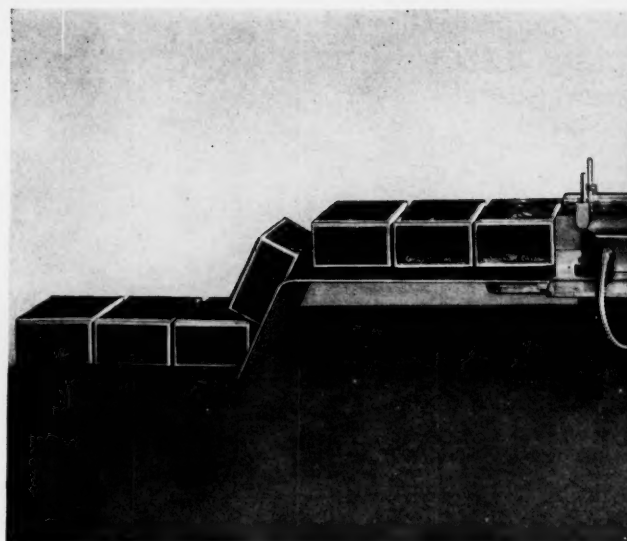












# Your Wrapping can be done more economically on the **SCHLEMMER** Bench Model "A" Wrapping Machine

Price \$275 and up, F. O. B. New York, N. Y.

If you are wrapping packages by hand, this machine will prove a great boon in your production department.

It can be installed on any bench and handles papers of all kinds, including transparent cellulose—with or without adhesives. It has a speed of 10 to 15 packages per minute. Is readily adjustable to different package sizes.

Write and tell us about your present output per day and the type of package you make, so that we can give you estimates as to savings you can effect.

NOTE: We have an excellent sales proposition in a few sections outside New York for reliable agents ex-

perienced in selling equipment to the packaging industries.

You can see the Schlemmer Machine on display at the Permanent Packaging Exhibit, 425 Fourth Ave., New York, where it will be shown during the entire month of June.

We handle automatic and semi-automatic machinery for many purposes, such as banding all papers, wrapping and sealing all kinds of papers—Cellophane, Revelation, Sylphrap, Waxed Papers, Kraft, Kodapak, Protectoid.

Information on request.

**\$275**  
AND UP

**SCHLEMMER**

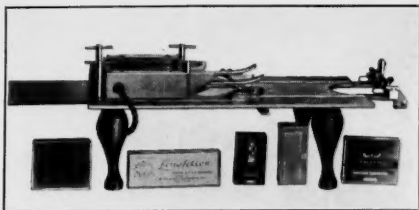
**WRAPPING  
MACHINES  
for  
CELLOPHANE, WAX,  
KRAFT, and GLASSINE  
PAPERS**

## **VALDOR SALES, INC.**

**330 FREYLINGHUYSEN AVE.**

**NEWARK, N. J.**





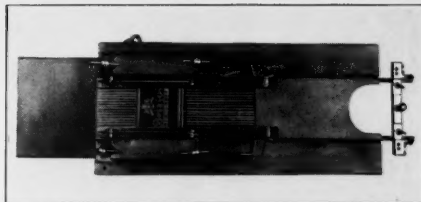
SCHLEMMER BENCH MODEL A

The above photograph shows a typical range of packages which can be handled on the Schlemmer machine.

The Model A machine will handle easily the smaller size packages which are so difficult to wrap by hand.

Cellophane bags can be made with this machine.

Special attachments such as end labeling, etc., to meet individual requirements can be supplied.



SCHLEMMER BENCH MODEL A

Installed on any bench.

Handles all papers with or without adhesives.

Machines can be made adjustable to a wide range of sizes.

Speed 10-15 per minute.

No wearing parts.

Heat units are attached for self sealing papers.

Glue wells are used for papers requiring adhesives.

ALL PRICES F.O.B. NEW YORK

## SPEED OF PRODUCTION

Varies with type of package  
wrapped.

We will be glad to analyze  
your product and submit  
all facts for your approval.

---

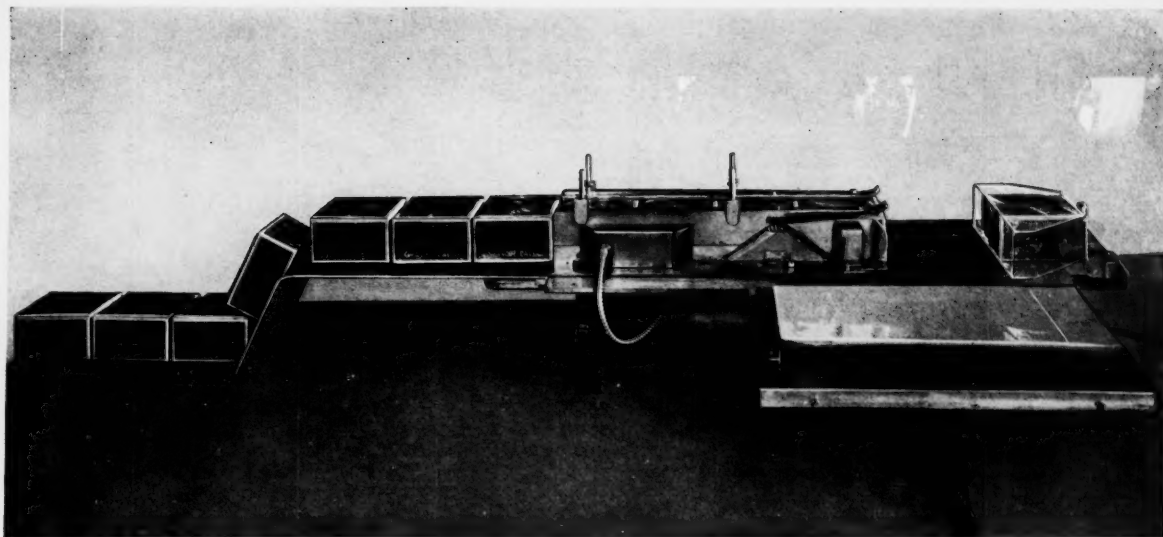
FOR LOW COST WRAPPING  
CONSULT



SOLE AGENTS

**VALDOR SALES INC.**

330 FRELINGHUYSEN AVE.  
NEWARK, N. J.



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Information on request.

## VALDOR SALES, INC.

330 FREYLINGHUYSEN AVE. NEWARK, N. J.

# ● A SAFE AND SANE PROGRAM FOR RE-DESIGN

1. Let an unbiased and expert package designer of experience *analyze your package problem and submit to you an estimate* of the cost of the design work involved. There is no obligation for this preliminary work.
2. Design work carried out upon your acceptance of estimate:
  - a. Submission of rough sketches for your approval.
  - b. Completion of finished drawing by designer or by your package manufacturer.
3. *Test the result* by having a few packages made up and put on the counter in competition with regular lines...Know that your design clicks before you change.
4. Then get estimates from your package manufacturers without being committed to any one of them for your design.

## ----- FILL OUT AND SEND THIS LETTER

### INDUSTRIAL DESIGN, INC.

11 West 42nd Street, New York

Gentlemen:— Perhaps our packages CAN be improved. We'd like to know how ...and how much? Therefore we are sending you our LABELS · WHOLE LINE · NEW YORK REPRESENTATIVE'S ADDRESS with the distinct understanding that your analysis and suggestions involve us in no obligation whatever. What can you do for us...toward saving money and, or increasing sales...on our packages?

Very truly yours,

(Signed)

Confidential, for your guidance:

Distribution — Geographical: \_\_\_\_\_

Type of Stores: \_\_\_\_\_

Who Buys: \_\_\_\_\_

Main Sales Appeal: \_\_\_\_\_

Chief Competitors: \_\_\_\_\_

Package Machinery Used: \_\_\_\_\_

Remarks: \_\_\_\_\_



plaids have their fling

and since plaids are decidedly á la mode, DEJONGE has them crisp, bright hued, and in that new triple finish quality that everyone is so enthusiastic about.

Write for samples.\*

LOUIS DEJONGE & COMPANY

NEW YORK

PHILADELPHIA

CHICAGO

\*Ask to have your name placed on the mailing list for Dejonge new swatch style service in paper sampling.



**SIR:— HERE ARE TANGIBLES!!**

Containers intelligently designed—and which have proven their merits as merchandising adjuncts on the firing line.

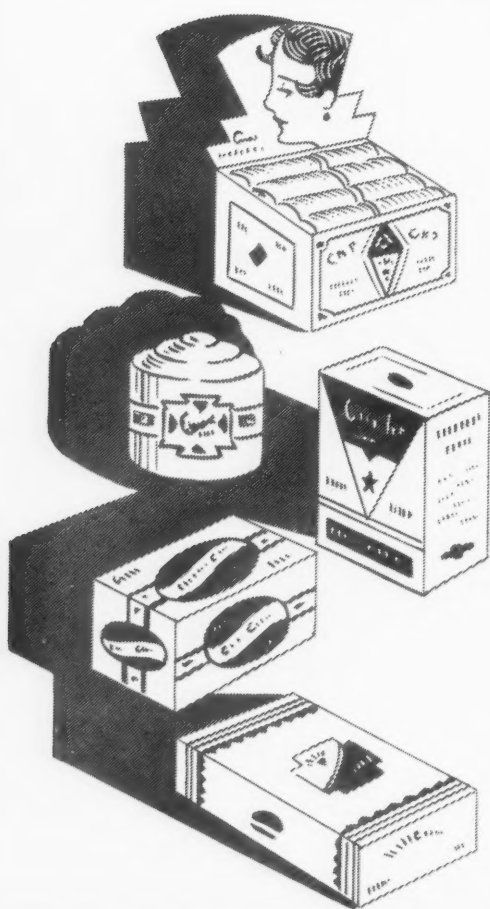
Our men will gladly go over your container problem with you.

**CAMBRIDGE PAPER BOX CO., CAMBRIDGE, MASS.**



# An OFFER

*with no strings  
tied to it*



an unbiased but  
practical analysis of  
YOUR PACKAGE DESIGN

FOR a short period of time we will prepare an analysis of your package design, label or counter display container without obligation on your part in any way.

For many years the packaging designing department of the Crescent Engraving Company has served package users nationally. A background of rich experience is available to you in this offer.

Findings of this analysis may be accepted or rejected as you see fit, but haven't you often wished you could get an "outsider's" viewpoint, unbiased, yet tintured with an understanding of merchandising fundamentals and technical experience?

Just send us a sample of your package or label—no salesman will call.

SEND THIS COUPON WITH SAMPLE

Crescent Engraving Company,  
Kalamazoo, Michigan.

Att'n: Package Designing Dept.

Gentlemen:

Please let us have your comments, criticisms or recommendations on our (carton, label, box, seal, wrap, band) design and construction. We are forwarding sample for your inspection.

Signed: \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

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eal,



## GLAZED CHINTZ I-28, an outstanding

addition to this year's Box Paper creations, designed and manufactured by the Hampden Mills in Holyoke, is now available like this sample and in many other attractive color combinations. A request will bring you working sheets for dummy purposes.

Tell us what your problem is and let us give you a color scheme that will suit your particular requirement. GLAZED CHINTZ I-28 is made and sold exclusively by

HAMPDEN GLAZED PAPER & CARD COMPANY - Holyoke, Mass.

# AN ALL-AMERICA TWELVE WINNER

tied with



**CELLO**  
REG. U.S. PATENT OFFICE  
**RIBBON**  
Licensed under U.S. Patent No. 1,406,148

MADE OF



Maple Grove Candies, Inc.  
St. Albans, Vermont

April 7, 1933.

Freydberg Bros., Inc.,  
11 West 19th Street,  
New York, N. Y.  
Attention: Mr. N. J. Strauss.

Dear Sir:

In designing our Log Cabin Maple House, a new package we have recently created in connection with our Vermont Maple Hearts, our aim was to make it unique in every detail. We found your CELLO Ribbon an excellent product for this purpose, and it adds considerably to the appearance of the package.

Very truly yours,

MAPLE GROVE CANDIES, INC.

Manager.

N. J. Strauss-Ltd.

[[ CELLO RIBBON is made in all widths from 3/16 to 1". We also make "Ex-cello," Printed Cello and Cello Foil. ]]

Of the thousands of packages entered in the contest the only tied one to win—was tied with **CELLO RIBBON**. CELLO RIBBON added the "eye appeal" that helped to put this package over.

Your package, too, can be transformed into an outstanding unit by the use of this brilliant colorful Ribbon. CELLO RIBBON does not fray, soil or tarnish—it is always crisp. It is easy to tie and its transparent lustre is permanent. CELLO RIBBON is economical to use, for it is reasonable in price.

Write for samples and price information.

CELLO Ribbon is made by

## FREYDBERG BROS., Inc.

11-19 West 19th Street, New York

# MUCH MORE THAN

# Price



OF COURSE you want economy in the packaging of your product. But economy in closures isn't all a question of price. ♦ Closures that are difficult to apply—closures that do not seal perfectly—liners that deteriorate in use—closures that are difficult for consumers to remove—closures that detract from the appearance of your package—can prove costly, no matter what you pay for them. ♦ Here at C. C. & S. we have carefully built up a 7 Point Service to help you in obtaining the right closure for your product. It is a service that considers much more than price. For only by providing closures that are right from every angle—closures that fulfill every requirement throughout the life of your particular package—can we give you closures that are most economical for you. ♦ Why not find out the real meaning of 7 Point Closure Service and the true economy it offers in the sealing of your product? A phone call, wire or letter will bring you full particulars.



► EFFECTIVE SEALING ► SUITABILITY FOR PRODUCT ► EASY APPLICATION ► EASY REMOVAL ► BEAUTIFUL DECORATIONS ► DEPENDABLE SUPPLY ► NATION WIDE SERVICE

TO OBTAIN THE RIGHT CLOSURE FOR YOUR PRODUCT



## CROWN CORK & SEAL CO. Baltimore Md.

WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



*It's all in the* **CAP**



# SYLPHRAP

## *For Toilet Preparations*

Springtime brings a myriad of newly designed packages, boxes and bottles for all kinds of Toilet Preparations.

To add to their Spring Radiance, to complete their Sales Attractiveness, to Increase Sales, be sure they are wrapped in SYLPHRAP.

This fascinating crystal clear wrap beautiful and modern will add to the salient characteristics of your product. It is "Quality's Best Attire."

SYLPHRAP is furnished in plain and embossed white and in eleven glorious colors. Write us for samples and prices.

### SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.



#### BRANCH SALES OFFICES

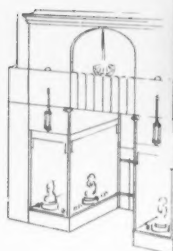
201 Devonshire Street . Boston, Mass.  
1014 Glenn Building . Atlanta, Ga.  
325 West Huron Street . Chicago, Ill.

#### DISTRICT AGENCIES

Blake, Moffitt & Towne,  
41 First Street, San Francisco, Calif.  
Pollock Paper & Box Co., Dallas, Texas  
Canada Pails, Ltd., Toronto, Canada



## RICED RIGHT FOR THE CHAINS



## SELL ON SIGHT IN FIFTH AVENUE SALONS

### *That's why 100 Manufacturers use Beetleware Rouge Containers . . .*

It pays to put new color, new design, in old lines say the 100 cosmetic manufacturers who have re-packaged their rouge in Beetleware. For women of all classes like Beetleware's glistening translucent colors . . . like its easy-opening tight-closing feature . . . like the clean, smooth non-chipping, non-corroding, non-farnishing surface of this new colorful plastic.

Millions of Beetleware rouge containers have passed over retail counters—yet the possibilities of new color combinations and new designs have hardly been scratched. For Beetleware containers are available from stock molds or in special designs—in any color combination—with or without your monogram, trade mark or decorative design in-laid in metal or impressed in the molding and filled with enamel of a contrasting color.

Beetleware is waterproof, chemically inert, non-absorbent, non-inflammable. Equally usable with cream or paste rouge. As low as \$2.00 per hundred in stock designs and colors.

Whether your line is priced for Main Street or Park Avenue it will sell faster if it's packaged in Beetleware.

Better get samples and design suggestions. Get samples, also, of Beetleware cold cream jars, compacts and powder boxes. A letter of inquiry will bring our representative with a bag full of specimen moldings. Why not write—NOW.

**BEETLEWARE CORPORATION**  
535 Fifth Avenue New York City

# Beetleware



Does the plan sound sensible? Is it proposed by responsible people? Maybe it will be good for what ails us . . .

# LET'S TRY IT! *says F. D. R.*

and open-minded executives applaud his expression of the new spirit.

**B**USINESS men too have been inclined to stand pat. They've rejected new selling ideas, fresh advertising slants—yes, and good suggestions for better packaging—with scant consideration. There have been far too many things that “couldn't be done” just because they never had been done or because the time wasn't ripe. Now, happily, the new spirit pervades business as it does the government—a willingness to experiment and to learn.

**I**N PACKAGING, for executives who recognize the tremendous importance of the paper box in today's merchandising, there's one outstanding development that merits consideration right now. It's the Improved Metal Edge Packaging Method.

Not only does this method provide colorful boxes having the maximum sales appeal, but it also gives distinct production advantages. Firms using it assemble their own paper boxes from flats just as needed: save 80 to 90% of the space ordinarily required for set-up boxes, eliminate box delivery troubles, greatly reduce box inventories. *Large and small concerns in 77 different industries report worth-while savings—one as much as \$15,000 to \$20,000 a year!*

Your firm may not be able to use the Metal Edge Packaging Method. But, in line with the new spirit, you'll agree at least it's worth looking into. May we send you the story without the slightest obligation?



## OF INTEREST TO PAPER BOX USERS

Every month or so we issue an illustrated, pocket-size booklet of packaging comment and news. If you're on the look-out for fresh ideas, ask to be put on the mailing list for the *Metal Edge Packager*. There's no charge.

# NATIONAL METAL EDGE BOX CO.

• • 334 North 12th Street, Philadelphia, Pa. • •

**THE STRONGEST PAPER BOX KNOWN**



# Maybe there's a Package Better Qualified TO SELL YOUR PRODUCTS

**O**NE more attractive in design—in a different size or shape—more colorful in lithography—more convenient for the consumer—more protective for the product—with more possibilities for display, or more adaptable to production methods.

Packaging is the new selling force of today's business. New and better containers, and even old ones modernized are helping many products to win new consumer-preference.

If you are skeptical about the selling ability of your package, or how it meets 1933 Packaging Standards, check with Continental. Let our Development Specialists—our Designers—and others with a "Packaging to Sell" background of 28 years' experience, give your package a thorough "going over."

It costs nothing to get the counsel of an experienced representative skilled in "Packaging to Sell"—it may mean much in increased sales.

## CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 East 42nd St.

CHICAGO: 111 West Washington St.

SAN FRANCISCO: 155 Montgomery St.

Chicago	Cincinnati	Wheeling	Passaic	San Jose	Baltimore	Oakland
New Orleans	Roanoke	Boston	Detroit	Jersey City	Los Angeles	
Clearing	Canonsburg	Jacksonville	San Francisco	Hurlock		
Syracuse	Memphis	Houston	E. St. Louis	Kansas City		
Denver	Seattle	Bedford	Omaha	Havana		

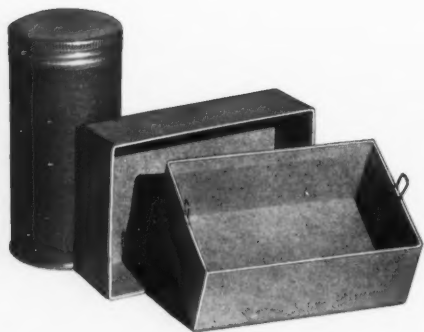


# CANS

*"It's  
Better  
Packed in Tin"*

- **WIDELY ADAPTABLE**
- **THOROUGHLY PROTECTIVE &**
- **ECONOMICAL-IN SIZES &**
- **STYLES *to meet every need***

# HAND-TOOLED LEATHER EFFECTS



These boxes are made by the makers of Mason Modern Mailers, the standard for Postal Shipments for over forty years. A complete line for every mailing need embodying new improvements at lower prices. Send for catalogue.

**B**OXES possessing the distinction and charm of Mason Leatherette Boxes, exert a powerful influence on sales.

Made in hand-tooled leather effects—in two tones or in several harmonizing colors—with designs highly embossed—these boxes are particularly effective in the merchandising of high-grade candy, stationery, jewelry, cigarettes, textile products, hosiery, and novelties.

We manufacture these boxes in a large variety of sizes and styles—covering them with stock embossed designs, or special designs made to order—as desired.

Mason Leatherette Boxes are decidedly inexpensive—judging their value by the impetus they give to sales. If your sales are lagging, investigate the merits of these boxes. Write for samples and additional information.

**THE MASON BOX COMPANY**  
ATTLEBORO FALLS, MASS.

PROVIDENCE, R. I.—CHICAGO, ILL.—NEW YORK, N. Y.

# Mason Boxes



● NEW and striking.  
Note the kaleidoscopic  
effect of pattern at different  
lighting angles. Made in eleven  
colors. Samples on request.

*Nashua Velour Papers*

EMBOSSED KALEIDOSCOPE

Nashua Gummed & Coated Paper Co.  
Nashua, New Hampshire





For

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*For* DISTINGUISHED APPEARANCE  
and  
SUPERIOR DISPLAY VALUE



For the product requiring a box of exceptional quality and beauty that will, when displayed on the shelf or counter, attract the eyes of more customers than competitive boxes, MASTER METAL UNIFOIL is the superior box covering material.

Consider the lure of this bright and flashing real metal Foil material; its unlimited possibilities for artistic treatment of design; color combinations for unusual printed effects against the gleaming metallic background; and adaptability to embossing. Truly no other material offers the possibility of a harmonious appli-

*Use*  
**MASTER METAL  
UNIFOIL**  
*for your box covering*

cation of so many treatments in obtaining an unlimited array of dramatic and sales-winning packaging effects.

In addition to the sample attached to this page there is a wide range of Unifoil patterns, designs and finishes from which to make your selection. All are made of real Metal Foil, assuring you a permanent flash and brilliance in this material.

Secure samples and complete information about MASTER METAL UNIFOIL—TODAY! Write to Dept. MP-3, Reynolds Metals Company, Incorporated, 541 West 25th St., New York City.

**REYNOLDS METALS COMPANY**

INCORPORATED

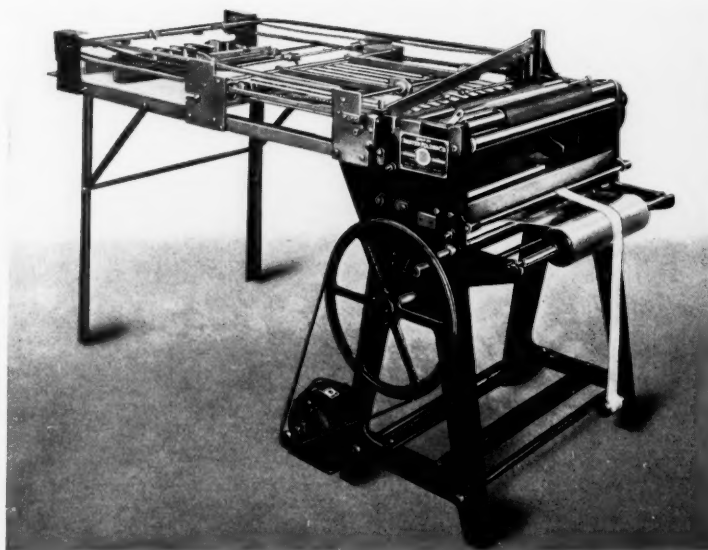
**541 WEST 25<sup>TH</sup> STREET, NEW YORK, N.Y.**

**1249 SO. CAMPBELL AVE.,  
CHICAGO, ILL.,**

**345 NINTH STREET.  
SAN FRANCISCO, CAL.**

## ***To Users of*** **TRANSPARENT CELLULOSE**

*You can now cut  
your transparent  
cellulose from  
ROLLS of vari-  
ous widths into  
sheet sizes as  
desired with the*



### **DEXTER AUTOMATIC TRANSPARENT CELLULOSE SHEETING MACHINE**

#### **QUICK RETURN OF YOUR INVESTMENT**

##### **THROUGH:**

Large saving made possible by purchase of stock in rolls.  
Stock inventory kept at minimum.

#### **EFFICIENT AND SIMPLE TO OPERATE**

Automatically cuts your sheets from rolls up to 24" in width.

Sheets cut in various lengths up to 24'.

Running speed 2500 to 3000 sheets per hour.

Adjustments for sheet lengths simple and positive—no guesswork; sheets cut square, clean and uniform.

Sheets delivered singly to stacker after cutting, making separation easy for hand wrapping.

Floor Space — 3 x 6 feet. Operates with 1/4 H.P. motor, which may be attached to light socket.

The DEXTER FOLDER COMPANY, builders for 40 years of sheet handling machinery used in the Printing and Bookbinding industries, OFFER THIS MACHINE FOR YOUR CONSIDERATION.

*Further information gladly furnished upon request. No obligation to you.*

**DEXTER FOLDER COMPANY**  
**28 West 23rd Street, New York, N. Y.**



CREATE NEW BOX DESIGNS

WITH DUROGLOSS



## DUROGLOSS

BLACK

BLUE

MAROON

PURPLE

GREEN

BROWN

• Soil Proof

• 100% Water Proof

• Durable

### DISTRIBUTORS

BRADNER SMITH & Co.  
Chicago, Illinois

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New York, N. Y.

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JOHN LESLIE PAPER CO.  
Minneapolis, Minn.

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St. Paul, Minn.

A. HARTUNG & Co.  
Philadelphia, Pa.

HENRY L. GOODMAN  
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ORCHARD PAPER CO.  
St. Louis, Mo.

This new paper creation is just right for the new type of dual-use boxes now in vogue. Its patent leather finish and base stock are just as durable as any paper can be made... it is soil proof and 100% water proof, which adds tremendously to its value. The seven deep, unusually rich colors are particularly appealing for utility boxes, small wearing apparel boxes, high grade candy boxes, playing card boxes, etc. Ask any of our distributors for sample sheets or write direct to the factory.

[ NOTE—Special inks for satisfactorily printing  
Pyroxylin coated papers can be obtained from  
many of the leading printing ink manufacturers ]

THIS INSERT PRINTED ON RED DUROGLOSS

THE MARVELLUM COMPANY

Makers of Papers Distinctive

HOLYOKE, MASSACHUSETTS



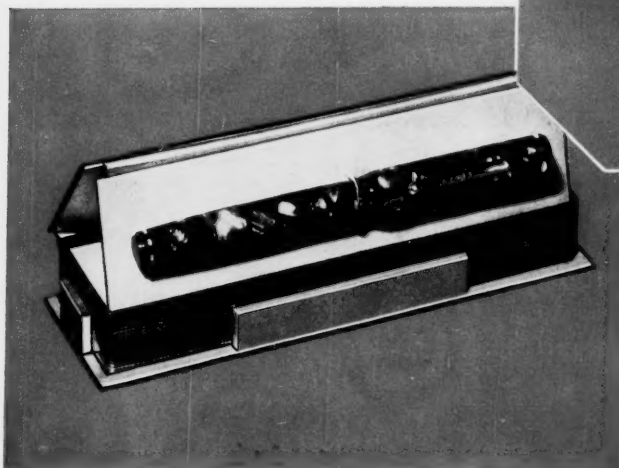
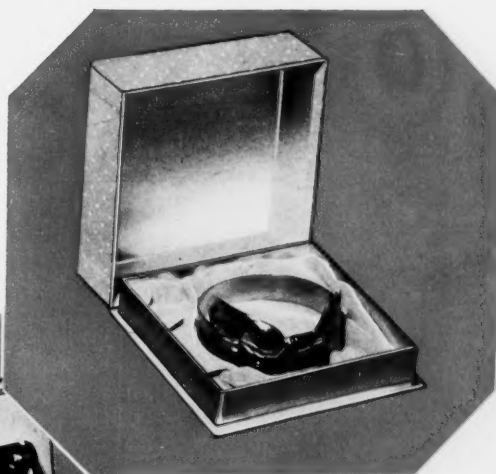


# WARNERCRAFT

THE FINEST WORD IN PACKAGING

Value—unequalled  
Quality—the best  
Designs—that increase your sales

Warnercraft set-up boxes represent the highest type of paper box development in value and sales appeal, design and quality, whether it be the size of a lip stick box or a size to contain a complete set of silverware.



FANCY SET UP  
PAPER BOXES

FOLDING  
BOXES

MOLDED BOXES  
& CONTAINERS

ARTISTS &  
DESIGNERS ALWAYS  
AT YOUR SERVICE

Why not, without any obligation on your part, let us talk over your packaging problems? Our designers and representatives are at your service at all times and ready to offer suggestions.

Note: We have on display at the Permanent Packaging Exhibit, 425 Fourth Avenue, New York, a number of set-up boxes recently created and produced by our organization.

**THE WARNER BROTHERS CO.**

BRIDGEPORT

CONN.

New York Office: 200 Madison Ave.



*Above is shown OnIzed Amber Blake line—29 sizes always available in stock.*

*All 29 Blake sizes may be had with either screw-cap or cork finish.*

*Above: A group of OnIzed Containers now available in Amber Glass. Those that are not stock items may be had on special order.*

## AMBER GLASS

*rich in color — strong in sales appeal*

The popularity of OnIzed Blakes in Amber Glass has been so marked that we have extended the use of this beautiful color to a number of additional styles. The illustration above gives you an idea of the attractive shapes which can now be obtained in Amber Glass. Give your product a striking indi-

viduality—the distinctive beauty of these containers will set it out in strong contrast to its neighbors. Here is an opportunity for you to use this enlarged line of OnIzed Amber Containers and cash in on the widespread approval now given to OnIzed Amber Glass. Owens-Illinois Glass Company, Toledo, Ohio.



1873 • SIXTIETH ANNIVERSARY • 1933

# OWENS-ILLINOIS

# MODERN PACKAGING

MAY, 1933

VOLUME SIX—NUMBER NINE

## Stimulating Sales with Paper Boxes

WHEN business or, to be more specific, products need sales stimulation, what to do? Volumes have been written and will continue to be written regarding the subject, each dealing with general or specific conditions and offering one panacea or another. Some practical, others theoretical or impractical, but all with the same idea—to improve sales. Generally speaking, it can be said that one guess is as good as another—perhaps more so if the premise established lends itself to practical application. With this thought in mind, and considering the package as a proven medium for aiding the sale of products the following prescription or recipe is offered.

Assuming the product conforms to all requirements of quality and utilization, (1) surround it with a suitable package, (2) place it in circulation and (3) watch results. Very simple to say, of course—although the actual carrying out of such a plan involves thought, time and expense, considerable of each. Our concern, for the moment, is with the package, so a further elaboration on this point is offered.

To a good measure of the practical, add equal amounts of convenience, appropriateness, durability and artistry. Add a dash of novelty or intrigue; season, of course, with color, and don't forget that all the foregoing ingredients should be considered in terms of relative expense—the amount to be spent must justify itself.

Every type of container, every form of packaging material has its definite place, its definite limitations as to use and application. An ideal package for one product may be entirely unsuitable for another. And therein lies most of the "sales strategy" which must be employed by the manufacturer who seeks to improve, and oftentimes hold, the market for his product.

In this article, the case of the paper box is presented, not as an argumentative one as against other types of packages but, rather, as establishing its place, its limitations and abilities in the structure of packaging. Long established as an effective package, the set-up box offers, because of new developments and improvements, greater opportunities for use. Compare, if you will, the foregoing packaging "recipe" with the characteristics of a paper box, and it will be found that the latter "measures up" most favorably.

In the PERMANENT PACKAGING EXHIBIT during the entire month of May there are being shown several hundred paper boxes of various sizes and shapes, hand and machine made, and employing different forms of decoration. The collection, in itself inspirational, offers an opportunity for the manufacturer to study the various applications which have been made of this form of package, to obtain suggestions helpful to him in the packaging of his products. The packages reproduced in the illustrations accompanying this article give a slight intimation of the types to be seen.

*Boxes by Dennison Manufacturing Company*



*For knitting, the round box at the right is of special interest. All of the boxes shown in this group were designed and produced by the Cambridge Paper Box Company*

*Photos by Rehnquist*



*Above: The Waterbury Box Company is responsible for these boxes for well-known products*

*At Left: Mason Box Company introduces boxes decorated with a new embossing process which obtains hand-tooled leather effects*

To further familiarize its readers with paper boxes, their construction and design, MODERN PACKAGING has sought expressions in that direction from leading manufacturers of paper boxes, fancy and decorative papers and others who are competent to give authoritative and helpful opinions. These we know will be of interest.

W. M. Hilliard of the Dennison Manufacturing Company, writes MODERN PACKAGING: "It is surprising, considering the period through which we are passing, the



W. M. HILLIARD  
Dennison Manufacturing Company

way interest in better packages has increased. I, for one, am not willing to believe that this is due anywhere near one hundred per cent to the desire of the manufacturer to capture a larger share of a dwindled market, but rather first to hold what he has, because the ever-increasing style consciousness of the public has resulted in the expectation that a quality product be properly turned out and packaged. It is proven that the good-looking, well-designed package outsells those not so good. Naturally these influences tend to make a greater demand for the better packaging medium, and a great many products have rated new housings in various types of set-up boxes. The ingenuity of the set-up box manufacturer has been stimulated to find new ways of making, new shapes, styles and combinations in which to present his product. He has acquired design and methods departments. The engineer, stylist, artist and the producing executives now get their heads together on problems, as all realize that each one's function is necessary in order that the package must be not only well made but must have appeal. Style, proportion, color are, therefore, important. The manufacturer who has a product to package knows that it must be done right. The day when he called the shipper and foreman into conference, or his daughter who was 'artistic,' and evolved the new package, is gone forever. He now calls in the box man who has the set up

to handle his problem for him scientifically and find the correct solution.

"The paper manufacturer has kept pace with the box man. He also keeps in touch with style trends and his designs reflect them. The designs that shrieked to high heaven a few years ago have pretty well disappeared; have been replaced by plain colors in beautiful shades and finishes, metallics in gold, silver, copper and colors, smart designs of blind embossing with, among the figured papers, quiet, simple designs of dots, small figures and interesting arrangements of lines, colored papers with simple over treatments of old and silver bronzes. He has not gone drab in getting away from the noisy things—far from it. He is giving the box maker plenty of good material to work with, brilliant things, rich effects, smart designs, but withal restrained, simple, in good taste.

"Some of the smartest and most striking packages produced in the past year or two have been achieved by the clever use of the simplest combinations. For instance, black flints and silver bronze have been used in a thousand ways—as have black and gold, red and gold, cream and gold, brown and tan, silver and green, and so on without end. Any and all of these used in com-



B. G. WARNER  
The Warner Brothers Company

ination with a touch or more of characteristic printed decoration to give distinctiveness and individuality and tie up definitely with the product

and its manufacturer. For the most part, when a distinctive package is sought, the ordinary run of printed fancy paper, unless it is a private pattern, is used with restraint. It can be effectively used in combination with plain colors or metallics in neutral or harmonizing shades which can carry the distinguishing print or decoration.

"There has also been an increasing and better use of special printed designs on plain papers in lithograph, offset, die printing, etc., etc. Special designs incor-



H. T. WARREN  
The Waterbury Paper Box Company



RALPH L. HARDEN  
The Mason Box Company

porating the manufacturer's name or trade mark with decoration to fit the particular style and type of box, have been increasing in favor steadily.

"Pages could be written about progress made in the development of unusual and ingenious types of set-up boxes. The original square and oblong box

has been followed by round, oval, hexagonal, octagonal and other shapes. Machines have been developed which make it possible to produce them economically. Techniques have been developed, by which separately made sections are combined to inexpensively obtain massiveness, heavy walls, architectural and many other effects of similar nature.

"The set up box maker is on his toes as never before, he has made great progress and will continue to go ahead. It can be gathered from the foregoing that he is using his head, and was never in better shape to take care of the needs of the user of his types of boxes."

William H. Perry of Cambridge Paper Box Company, offers the following: "There has been a most interesting and definite transition in paper design and color trends during the past ten or a dozen years. This era began with multi-colored papers which 'talked out loud.' A conglomeration of colors—the more the better, from the



E. F. YOUNG  
Young Brothers, Inc.

point of view of sales—with gold thrown in, of course, to accentuate the true tempo and spirit of the times. These openly offered no attempt at artistic design and their only acclaim and that of the salesman selling them were 'seven colors and gold and embossed.'

"Gradually there appeared in these an at-

tempt at design, and with design came more appeal and eventually more appeal was made with less colors and better design. And so, at the end of the cycle we have exactly the opposite, namely, good design, beautiful colors and simplicity as the keynote. Hence, the present printed flints in colonial design, the embossed pastel micas and plain rich colors of flints. This transition certainly bears a likeness if not a true relationship to the tempo of the economic and social trends during the same period and no doubt in the future paper design will inversely follow a similar yet more intelligent transition with upward economic and social cyclical changes.

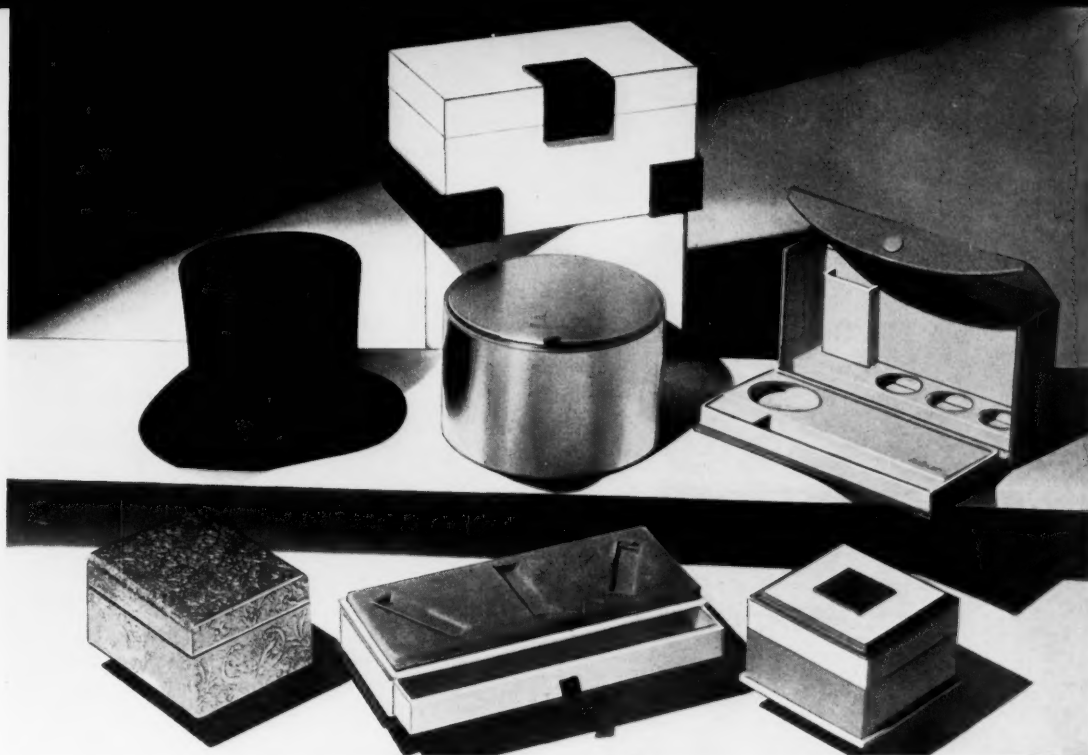
"Set-up boxes during the same era have undoubtedly followed a similar trend in construction design. There have been developed, some most intriguing shapes and a great many of these have been produced by machine. And because this result checks with that of other industries—viz, the idea of turning out artistic machine made merchandise—true progress has been evident in the production of set-up boxes.

"Simultaneously, there has been tremendous research in the package field, the result of which has been to intelligently differentiate between all types of containers new and old and finally to select that type which is most adaptable to the product it will contain. This brings us right up to the present moment and we find more old products in the process of revamping than ever before. Package consciousness has reached the stage where some manufacturers, without concern to the complete present-day merchandising problem, put the brunt of sales and the future success of their old line product entirely upon a revamped container. This, of course, is absurd, and yet the cycle has brought about more types of containers, and more varied forms of existing containers. This, plus a greater interest in packaging as a most important merchandising link, plus discrimination in the proper container selected, has geared each field of container manufacturers to maintain, if not increase through research design and general adaptability, his sales against those of competing types.

"The set-up box has encroached upon containers of other types and of greater cost through its adaptability, its design and color appeal. It has also, at the other end



WILLIAM H. PERRY  
Cambridge Paper Box Company



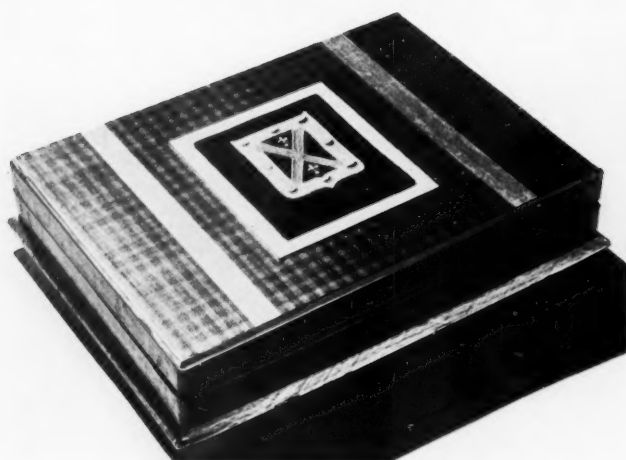
*Hand made boxes express individual charm and ingenuity, as shown in the above group of Karl Voss Corporation creations. The colored designs shown on the boxes below are applied on silk, the contour in grazure. By A. Dorfman Company, Inc. Photos by Rehnquist*

sold itself in competition with folding types because of various features it offers. However, like almost every other industry that was developed during the latter part of the industrial revolution, it finds itself at that typically American mechanized point where mechanical development evolved, midway in the parade, a revolutionary form of machine, and then spent the balance of the period in turning out boxes in typically American form with no regard as to where they were to be sold after every one had more than he could use.

"And here we are at a point where we undoubtedly will see revolutionary types of set-up box equipment evolved with possibly new types of board used and, we hope, entirely new types of so-called set-up boxes—new in the sense of construction and design. We need these and similar things along with industry in general to take us along the next progressive step in our industrial set-up wherein standardization plus beauty in design and execution will play a very definite part—and this again in direct relationship to the future economic and social scheme of things."

Howard P. Beckett, Commissioner, National Paper Box Manufacturers Association, writes: "Every set-up paper box manufacturer should be grateful to MODERN PACKAGING for its enterprise in furnishing a method and place where package users may





*Shown in closed and open positions, this paper box offers a substantial and appropriate container for flat silverware. Designed and manufactured by The Warner Brothers Company*

discover the marketing and packaging possibilities of the set-up paper box. It is particularly helpful for the reason that it will bring together the newest and best examples of the paper package. The set-up paper box industry being composed as it is of a considerable number of individual units specializing to some degree in product makes it highly desirable that a means be available whereby the potential package user may study and weigh the divers qualities of the set-up paper box.



GEORGE Z. SUTTON  
Stokes & Smith Company

offers an unusual opportunity for the sales-minded executive. No other type of package offers equal opportunity for experimenting. A manufacturer seeking to market a unit can, at little expense, 'try out' several packages to determine their relative sales effect. The sales manager may employ the highest priced package designers in the country, and yet the package adopted prove a failure. After all, it is the ultimate consumer who decides how he likes his merchandise packed, and the wise sales executive may do well to experiment with several packages, letting Mr. Ultimate Consumer do his 'experting.'

With production and material costs at present levels, the set-up paper box

From H. T. Warren of the Waterbury Paper Box Company, comes the following: "Simplicity of design, practicability of shape, harmonious color scheme and readable label and trade names. These are the four great commandments of the modern package designer. Price, which for some time has been practically the sole deciding factor in a box, has now, fortunately, ceased to hold that position except as it is qualified by other elements of correct packaging. The client is more interested in knowing whether a better design for his package, even if at a slightly higher cost, will stimulate his sales. This question has been answered time and time again in the affirmative by adherence to the four qualifications mentioned above. A glimpse at the All-America Twelve and the Wolf Award winners will confirm this statement.

"To accomplish this end the boxmaker and the designer must work closely together — each with an appreciation of the other's problem. This is becoming more and more true and is one of the encouraging features that augurs well for the future development of packaging."

George Z. Sutton of Stokes & Smith Company, manufacturer of box-making equipment, states:



HOWARD P. BECKETT  
National Paper Box Manufacturers Association



*Set-up box displays such as these, made by the Cambridge Paper Box Company, enable an advantageous showing of products on counter and shelf*

"No one can deny that packaging has made astonishing progress during the past few years. It naturally follows that this trend will increase as market conditions improve. It also follows that the set-up covered box will play an important part in this progress for the following reasons:

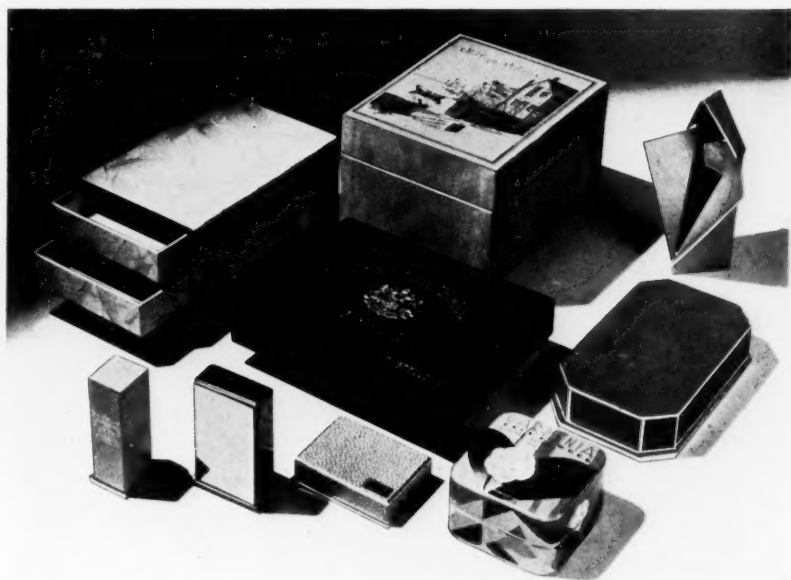
The set-up paper box has great strength and rigidity; it has unlimited merchandising and advertising possibilities; it represents an ideal medium for artistic and colorful design; leading advertisers have unanimously endorsed its use; the set-up paper box conveniently displays its contents—either through the medium of a cellulose window or an easily removed lid; it is inexpensive and has long enjoyed consumer (Continued on page 76)



*Above: A group of containers from Waterbury Paper Box Company, including Metalon decorated boxes and offering diversity in shape and size*

*At Left: A selection of boxes from the C. F. Hatch Company makes use of velour, metal and printed papers as wraps*

*Photos by Rehnquist*



# Package Identification and Protection

By Waldon Fawcett

THE "new deal" at Washington embodies, thus early, one potentiality that bids fair to exert considerable influence upon packaging and the tactics of package promotion. At first glance, one would say that a truth-in-advertising project (for that is what is quietly afoot) could have only the most remote or indirect contact with packaging, as such, or package design. Sentimentally, a movement to induce integrity in advertising seems all of a piece with the "Pure Fabrics" and "Honest Paint" crusades of which we have heard at intervals. And, nobody has suggested a packaging sequel to these. Nevertheless and notwithstanding, there is every likelihood of a package complex to the latest tentative adventure in advertising reform.

## Advertising to Become Package-Conscious

Actually, it requires no lively imagination to foresee that Federal censorship of food and drug advertising, if and when it comes, will render a large body of advertisers more acutely package-conscious than they have been in the past. That is bound to be the way that the new factor will exert itself in the beginning. Advertising will, in the face of the new necessities, react to packaging, rather than that packaging will respond to the new conditions in advertising. This latter may come later.

Whichever way around you put it, there is every probability that the net result of the fresh plot by the national administration will be to bring about a more studied, more systematic and more efficient sympathy or harmony between packages and the advertising copy employed to win consumer-acceptance for the packages. Some readers may scoff at the seeming intimation that there hasn't been, in the past, perfect team play as between advertising and packages. Humbly, no slur is intended. But hasn't the relationship of the past been more in the nature of cooperation than of eye-to-eye conformity? Advertising has cried its wares with many an incidental reference to package virtues and package recognizability. But, seldom has there been a fixed policy of gearing advertising to packaging as respects copy. That sort of synchronization will be in order if Congress authorizes Governmental supervision of all advertising touching the public health.

## Label Standards Extended to Advertising

Just what is this threatened "Federal Censorship of Collateral Advertising?" The question is likely to be asked in all packaging quarters if the new heads of the U. S. Department of Agriculture persist in seeking more power to their arm. Tersely answering, we might say that this proposition is a scheme to arbitrarily require the advertising copy writers to conform literally to the

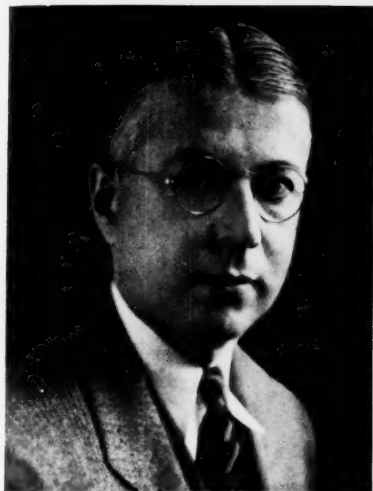
same standards of designation and specification which already prevail, by force of law, in the labeling of food and drug products or preparations. By "label," as the term is here used, is meant not merely a seal or sticker but a wrapper, carton blank or any other form of package dress which carries the descriptive legends required by statute.

Lest the picture be thrown out of focus, let it be again emphasized that the advertising control which is in contemplation will apply, at least for the time being, only to foodstuffs and medicinal goods. It is proposed that the veto power over advertising shall be acquired via an amendment to the Federal Food and Drugs Act. And, of course, that Act gives jurisdiction only over the classes of commodities mentioned. Uncle Sam has, for years past, been keeping watch over food and drug packages to prevent what is known as "misbranding"—misdescription, deception, etc. Indeed, that exercise of police power has embraced not solely the label text and the statements on the outside of the package but likewise all statements made in package inserts or package outserts. Now, going this old vigilance one better, it is proposed to stretch the censorship to cover all and sundry kinds of advertising which are physically separate from the package but which deal with packaged products.

## Publicity Has Outrun Packaging

All that has come to pass and the more that seems about to come to pass in behalf of enlargement of the Federal function is due to the fact that, figuratively speaking, some food and drug advertising has outrun food and drug packaging. While the package vocabulary has been held pretty rigidly to restraint in descriptive statement and proven accuracy in curative claims, etc., advertising eulogies have sometimes run away from the stern realities. The consequence, so the officials of the U. S. Food and Drug Administration assert, is that many a consumer has been led by advertising enthusiasms, to make many a purchase that he might not have made so glibly had he been guided solely by the censored statements on the package.

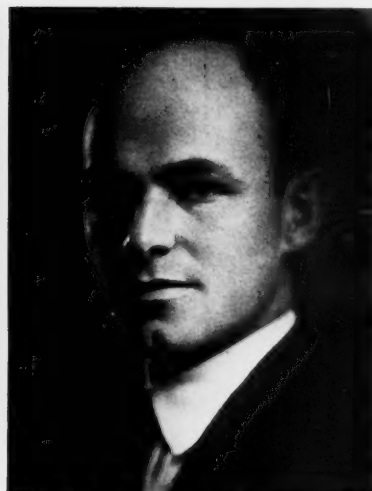
With respect to proprietary advertising there has always been more or less of this disparity with packaging. In the case of food advertising, the cleavage between fact and fancy has been more noticeable since the public became sensitive to vitamins, and calories, and responsive to "slimming," and the whole procession of food fads. But, through it all, the regulatory officials at Washington have not risked the cry of "bureaucracy" by proposing an extension of the censorship. They did suggest to Congress many years ago that something of the sort be provided and a (Continued on page 68)



PAUL L. HOUSTON  
The Marvellum Company



LEONARD I. HOUGHTON  
Secretary, Glazed and Fancy Paper Association



WILLIAM S. FOWLER  
Hampden Glazed Paper and Card Company

## What's What and Why — In Box Coverings

AS a logical supplement to the foregoing article "Stimulating Sales with Paper Boxes" in this issue, MODERN PACKAGING presents a symposium of opinions which have been expressed by manufacturers, distributors and others who are in a position to speak authoritatively on the activities of that field generally referred to as box wrappings. Such a classification includes a wide group of papers and other materials and also takes in many means of decoration such as printing processes, embossing, stamping, etc., as expressed on those materials.

Perhaps it may seem that some of the expressions given are at variance with others, but it should be realized that in each case the informant has offered an opinion based on his experience and knowledge, and that, in dealing with the needs of certain industries, those impressions will reflect the attitude of such groups. However, a careful reading of each opinion will, we believe, afford a means of determining the direction or trend which box coverings will take in the immediate future.

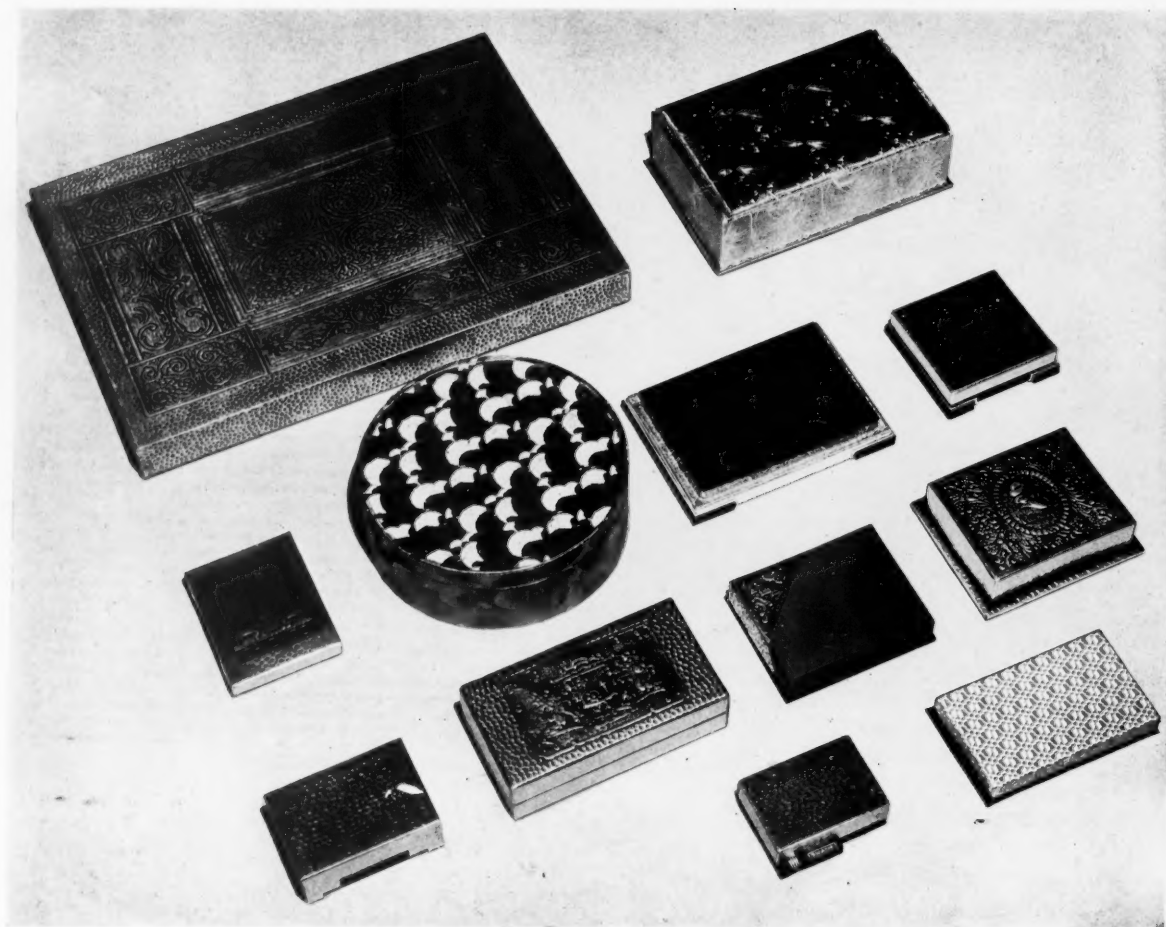
Leonard I. Houghton, secretary of the Glazed and Fancy Paper Association, passes on the following interesting comment. "There is a vast difference between being asleep and being dead. In the commercial world, being asleep is often thought of as being synonymous to being dead. This is a grave mistake. When one is asleep he is resting and gaining energy and power of action that is apt to be translated into results as soon as the sleep is ended. This condition perhaps aptly describes the paper box and fancy paper industries. During the past few years they have been somewhat asleep. Other products have come in to replace their products. Advances in other fields have been made while they have been content to remain the same. Now the rest is over,

the time of dreaming is gone and they are awake. This wakefulness is shown in the trend to make use for their own advantage of developments in the last five years.

"Transparent cellulose makes a fine wrapper for things which have never before been wrapped, such as various kinds of wearing apparel. The paper box people

*Stationery and jewelry display boxes with covering and lining papers by Hampden. Photo by Rehnquist*





*Hand-hammered, tooled and embossed effects on metal foils used as box coverings. Reynolds Metals Company, Inc.*

are now using the advantages of this transparent material by supplying boxes with transparent covers. Other kinds of containers have their uses, and they have fields in which they have superiority. But when it comes to packaging the vast multitude of ordinary articles which the ordinary customer uses there is nothing so satisfactory from a standpoint of usefulness and minimum cost as a set-up paper box covered with an attractive paper and printed in an attractive manner.

"After an era of intoxication in colors and designs, papers are plainer. Flint papers with their inimitable high finish have now become as usable as any paper because of the development of rubber plates for printing thereon. Gold and silver papers have been increased in usefulness by the development of coating materials that resist tarnishing and do not rub off.

"The fancy paper and the set-up box industries are now awake and with renewed energy are able to supply the most attractive and the most practical packages for the expense involved. The trend of the consumer market is to want this kind of packaging."

Expressing his opinion, W. S. Fowler of Hampden Glazed Paper and Card Company tell us, "There will

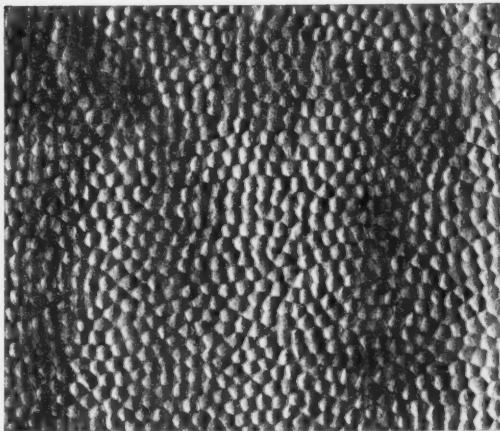
be a widening adaptation of set-up boxes covered with decorative fancy papers in fields which have, up until now, either used folding boxes or no boxes at all such as industries merchandising pies, cakes, etc. tacks, nails, screws and small hardware, etc. and small merchandise being marketed through chain stores. The use of fancy papers for set-up boxes in fields which have used this type of box for the past number of years will, in my opinion, continue to develop with any pick-up in business. The fancy paper, however, will be modified or elaborated upon from time to time to keep pace with changing fads.

"At present, the trend is toward small motifs, not too elaborate in coloration. Silver papers are still in prominence and will, I think, continue to be so as long as platinum jewelry is preferred to gold. Imitation leather papers will continue to be used in covering set-up boxes for the jewelry trade if and when jewelry is sold again at any reasonable rate.

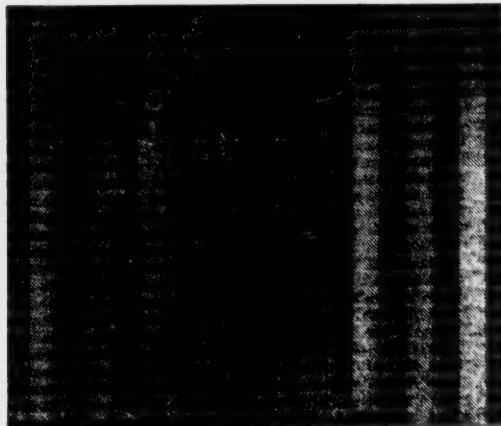
"Fancy papers with a high glazed surface have been in demand for some time and still are for the novelty set-up box. At present, there is no signs of a change but I believe that with a decided increase in business,

# DECORATIVE COVERINGS

AS OBSERVED BY MODERN PACKAGING



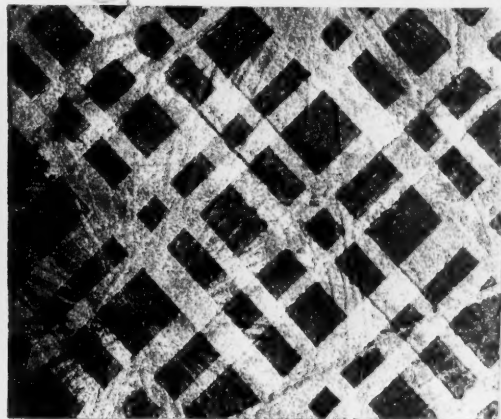
ARTCOTE PAPERS, INC.



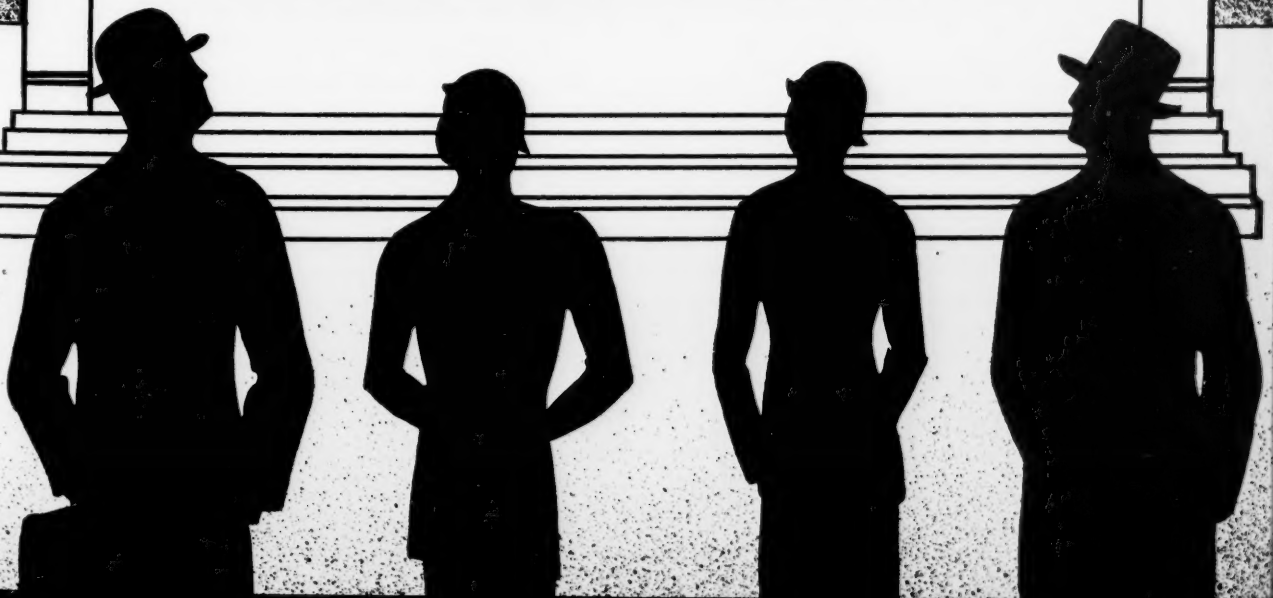
LOUIS DEJONGE & COMPANY



MIDDLESEX PRODUCTS COMPANY



BEN-MONT FANCY PAPERS, INC.

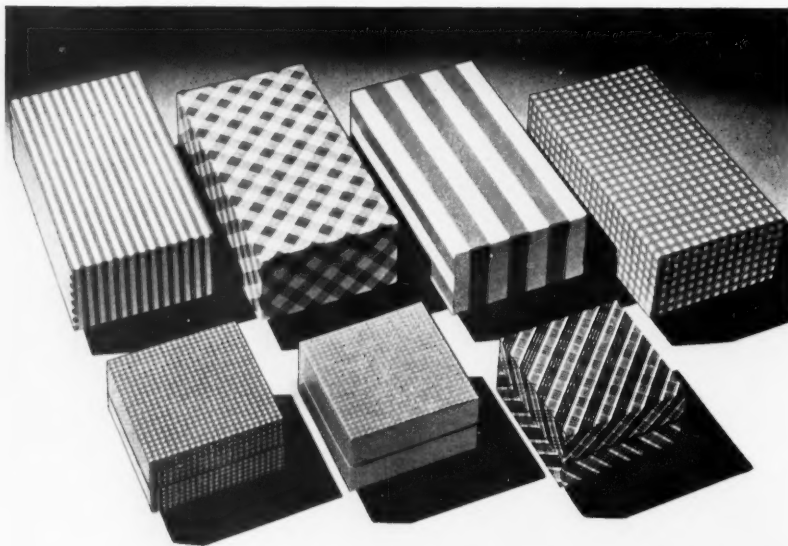


new influences will creep in to force a change in this particular.

"It may be that the next style will be for a dull toned surface to resemble the soft attractive characteristics of kid leather or of suede cloth. There is, of course, a demand for this finish at present but as yet it has not

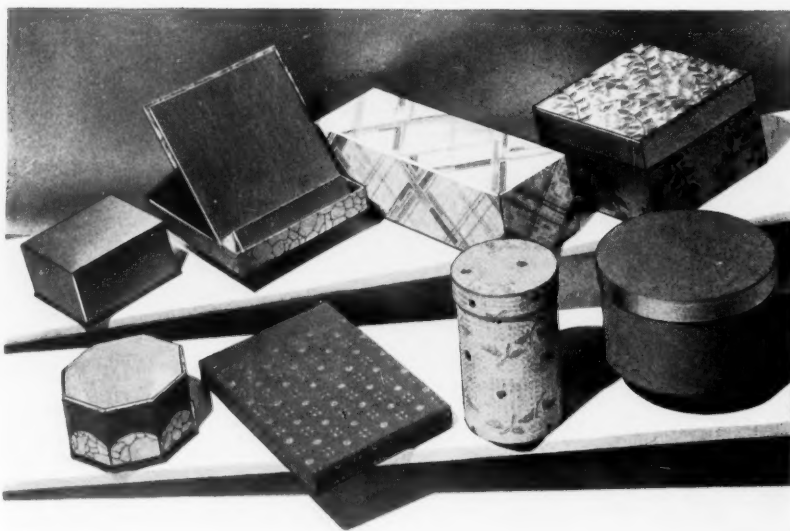
fashion conscious, knows what the well dressed box should wear. If kitchen checks are the vogue, she is not interested in gaudy florals and splotches.

"Fancy paper is a flexible product in that it may satisfy the perpetual changes in fashion. It may be as fickle as fashion itself. Seasonal changes in design and



*Applied box coverings in stripes and checks of various colors, as offered by Louis De Jonge & Company*

*Photos by Rehnquist*



*This group makes use of plaids, florals and metallics in plain and embossed designs from The Marvellum Company*

reached any large proportions, the preponderant demand still being for a high finished surface."

"Recognizing a movement toward new design, to 'styled' design, houses manufacturing quality papers have thrown off the tentacles of time honored habits and inhibitions in fancy papers and are designing to consumer preference, writes Rose C. Grimes of Louis De Jonge & Company. "Consumer preference is an important factor in the new scheme of things. Its requirements are fashion and economy. The consumer, being

color are recorded in the fashion conscious box paper. Fashion forecasts enable the product to reach the market in proper season and correct style. Unless a box paper has some fashion virtues, it adds little to the box itself; the paper value is lost.

"To dress a box in fashion is to be economical. A set-up box with a smart box wrap not only displays well but is given more than its share of display; it advertises effectively; it is accepted with open arms by buyers; it delights the consumer and results in a sale with small

sales resistance. The new fancy paper contributes economically again to the popular ensemble idea where a family of related boxes is built. In a family of large and small boxes of various shapes it lends unity and distinction to the ensemble. The same design is used throughout for boxes, wrappings, displays and advertising."

"During periods of change," says William B. Snow of Middlesex Products Company, "the trend is more difficult to discern than when a trend is definitely established such as was the trend toward modernistic type of design in the late 1920s. Since then there has been



M. S. IREYS  
Reynolds Metals Company, Inc.

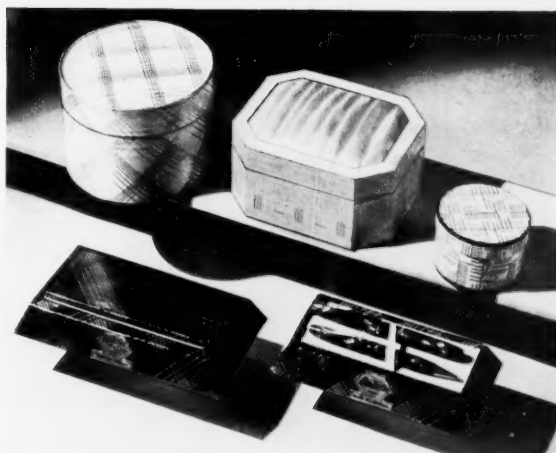
a reaction away from the more extreme forms of modernism, especially the gaudy multi-color papers.

"Metallic finishes are maintaining the popularity of the last few years, especially the newer colored effects in metal finish papers. Highly glazed surfaces (plain finish) are also seen a great deal.

And of course there will always be a great number of packagers who prefer a plain color, with a touch of modern design, applied by the printer separately. Pyroxalin metal finishes and lacquers seem to be on the increase.

"There seems to be an increasing demand for hammered metal effects in metallic papers. Wood grain effects seem to be growing, as is the use of veneers and inlaid wood work in modern furniture and interiors. One point I believe to be true is that paper designs and effects are seldom original in themselves, and are usually most successful when they imitate some other material.

"Under present conditions, the design trend seems to be fairly evenly divided between designs having the modern touch, and those of a more staple character. By



*De Jonge supplied the appropriate coverings which lend distinction to these boxes*

the modern touch, we mean what is popularly known as the modern school of design. I believe the influence of the Chicago World's Fair has resulted in a more general interest this year than in the last three years, in this type of design. In the field of design again we feel that the fancy paper industry follows, rather than originates.



C. P. ALSTON  
Artcote Papers, Inc.

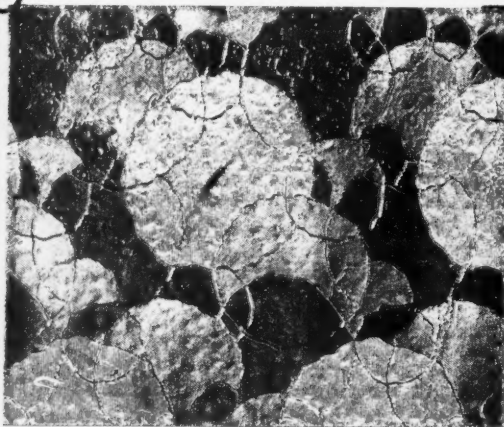


FRANK V. FRIEDLANDER  
C. R. Whiting Company

We believe it is essential to keep in touch with the trend of designs in other fields, particularly textile designs, furniture and interior decorating developments, silverware and jewelry, and wearing apparel. In these industries the problem of design we believe is given much more thought and more money spent on it than in the paper field, and the stylists employed in these fields are naturally more expert in anticipating and reflecting new style trends. Another indication of design trends is in the type and feeling of

# DECORATIVE COVERING S

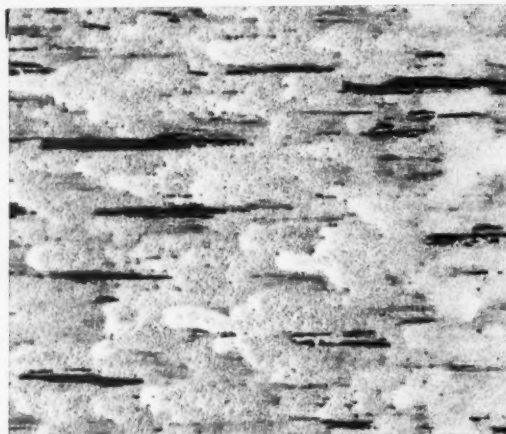
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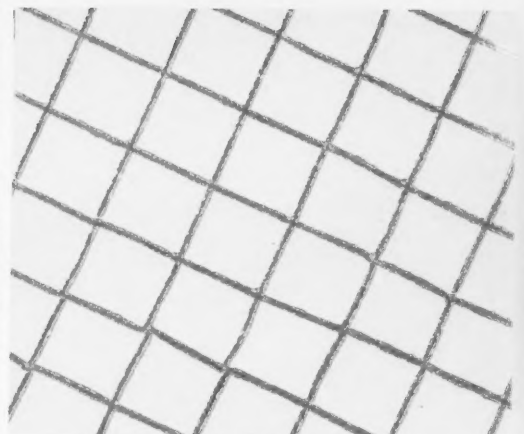
REYNOLDS METALS COMPANY



M. H. BIRGE & SONS COMPANY



UNITED MANUFACTURING COMPANY



HAMPDEN GLAZED PAPER & CARD COMPANY

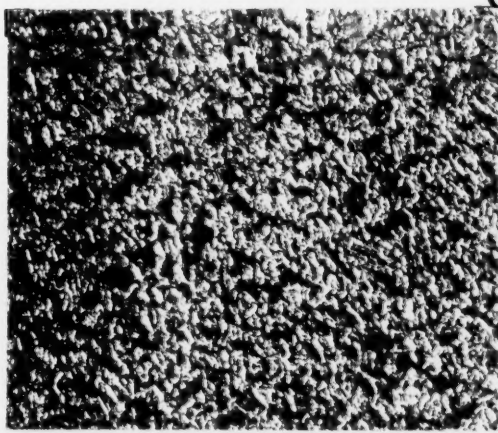


# G FOR PACKAGES AND BOXES

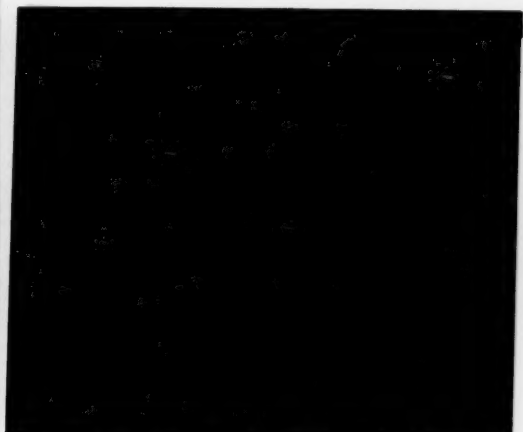
BY MODERN PACKAGING



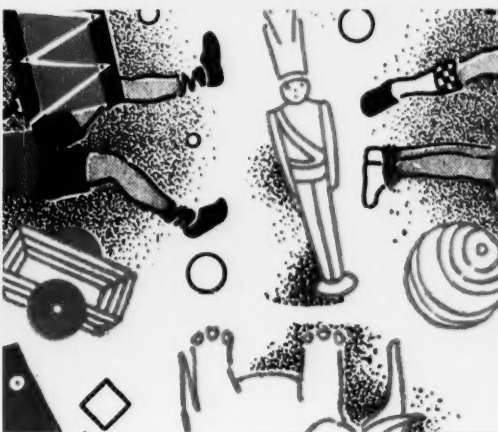
ROYAL CARD & PAPER COMPANY



KARL PAULI CORPORATION



NASHUA GUMMED & COATED PAPER COMPANY



MATTHIAS PAPER CORPORATION





*Overall modern floral design in varying color combinations. By Louis De Jonge & Company*

advertising layout by the large agencies. If you will take, over a period of years, the advertising of some nationally known products in the class publications, you will see that the trend of advertising design changes from year to year."

O. H. Parker of Ben-Mont Fancy Papers, Inc., a

subsidiary of Bennington Wax Paper Company, writes, "The tendency right now seems to be towards transparent cellulose, flints, and coated papers although coated papers have always been used. Then, the price range has also been changed decidedly. Previously there was a large volume sold on a cheap or moderate priced covering and perhaps the largest sale was on the medium line ranging \$15 to \$18 per ream. Then, of course, there was a limited sale for the higher priced coverings. Indications are that the volume at the present time is on a cheaper grade of box covering printed with conservative designs and, in this connection, a moderate priced flint seems to be in the lead.

"The next range is a high priced line that will sell for from \$20 to \$25 and this line takes in the decorated transparent cellulose. We have had many inquiries for decorated cellulose for box covering, and during the past year several candy manufacturers have used it successfully, more of them are going to use it this year as, also, are perfumery houses and other manufacturers putting up Christmas gifts. In this connection I would like to mention our surface press printing on cellulose which, due to the water ink shrinking the cellulose just a little, leaves a crinkled effect. This effect seemed to be objectionable when it first went on the market but after some box manufacturers had used it they would not have it changed.

"I think for the coming year as indications are now that flints and cellulose will be used for box coverings to a greater extent than heretofore. Also there seems to be some objection to water color printing on the coated papers and there will be some demand for this class of printing being varnished."

"In our opinion," states W. P. Gray of Artcote Papers, Inc., "an increasing trend towards distinctiveness in packaging is becoming manifest as different merchandising lines become more highly competitive. Where approximate similarity exists (Continued on page 64)



W. P. GRAY  
Artcote Papers, Inc.



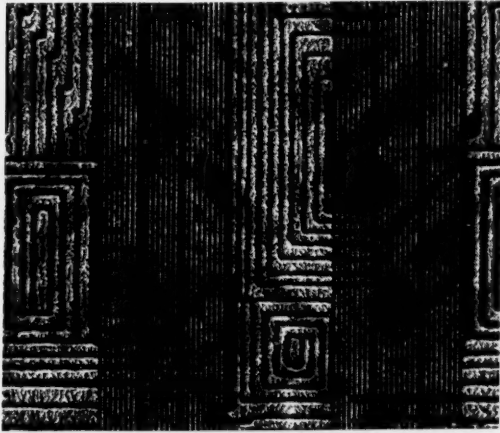
ROSE C. GRIMES  
Louis De Jonge & Company



O. H. PARKER  
Ben-Mont Fancy Papers, Inc.

# DECORATIVE COVERINGS

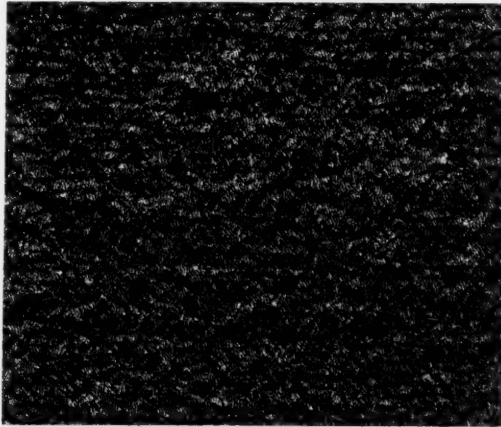
AS OBSERVED BY MODERN PACKAGING



THE MARVELLUM COMPANY



CHARLES W. WILLIAMS & COMPANY, INC.



C R. WHITING COMPANY, INC.



RIEGEL PAPER CORPORATION





*Washing, filling and capping glass containers at plant of Derby Foods, Inc., Chicago*

## Packaging for a Mammoth Kitchen

By J. L. Newman

**B**ACK in the days of hoopskirts and bustles and whiskers and gaiters, home was as sweet as it is today but not always and altogether as neat. There are those who, dodging for the nonce what rolling-pins may be brought into play, insist with filial respect that the kitchens of yesteryear were not as efficient as those of today, nor as sanitary.

The thingamajigs which nowadays lessen the labor and raise the skill of the hausfrau were of course unknown when whatnots, lambrequins and coaloil lamps were dubbed works of art. Plain grub, and lots of it, seemed to be the rule in most homes. And insofar as buying ready-cooked food from plants in distant cities was concerned, well—it just wasn't done, that's all. The machine had not yet come of age. The machines which now cook great quantities of food so cleanly and so tastily that even the most persnickity of housewives are pleased, and which pass rigid government inspection were unknown.

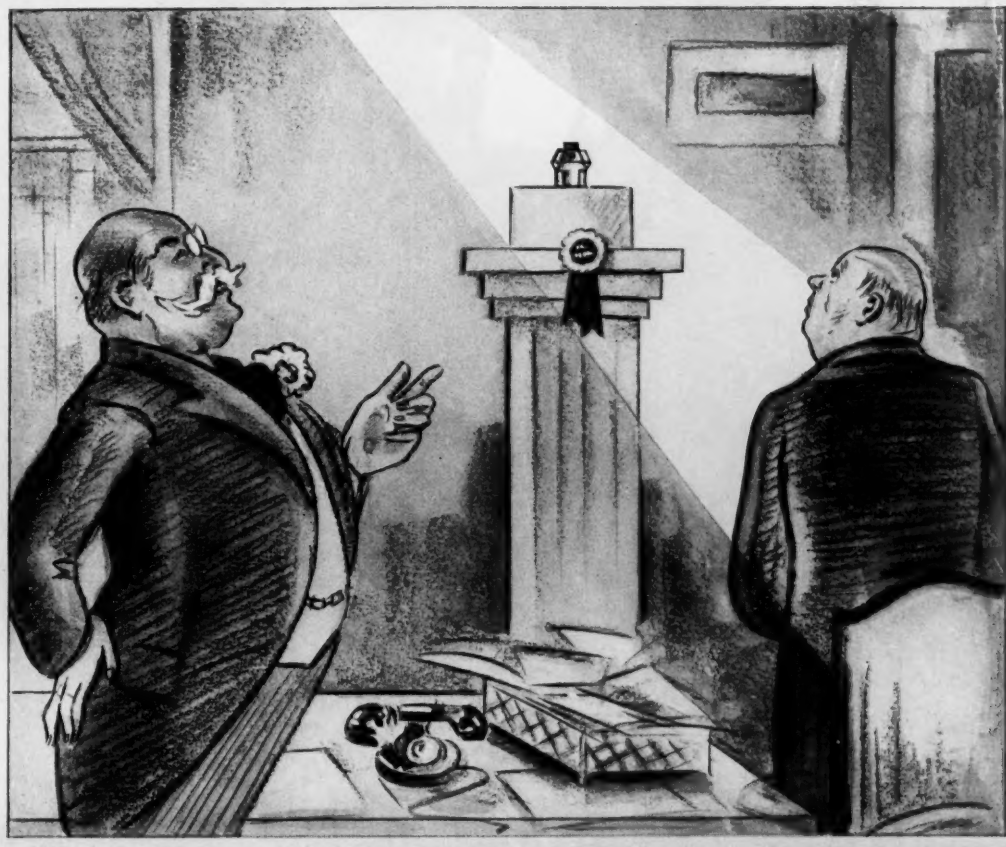
But now the times are different from those of 1868, at the end of the Civil War, when a business house, undismayed by the eddies of the late

conflict, dared to defy not only the customs, the domiciliary habits of the times with their monetary uncertainties to pioneer an industry—that of cooking for the nation. The firm was the E. K. Pond Company now of Chicago and New York.

Hardly had the rumble of battle subsided than the concern began to show the helpmeets of North and South that it was better in many ways to buy good food from the kitchen of the nation, the Pond cuisine, than to lug it home from market or shop and sweat over a

*One of the vacuum closing units at the Derby plant*





**"YES, SIR, ED, IT TOOK FIRST PRIZE—THE SNAPPIEST PACKAGE AT THE SHOW"**

To win a prize undoubtedly is flattering. Yet, really, it's purely incidental. Nor is it any criterion of ultimate success, either.

A package should sell! That's fundamental! You've seen hundreds of packages that wouldn't stand a Chinaman's chance of winning a packaging prize...and yet you know they do the job they're supposed to do, in fine shape.

A product may even be too nicely packaged sometimes; creating such an impression of expensiveness or exclusiveness as actually to scare people away. Other times containers and accessories may be so "fancy" as to increase packaging costs out of all reason. Or an unquestionably beautiful package may be impractical for mass production.

We are not decrying prize winners, for Anchor has always advocated careful attention to design and appearance. In fact, we have assisted in the development and redesign of packages in innumerable cases. Our efforts have been away from the special and the tricky things and toward the utilization of simple and standard materials in effective and colorful combinations. Practicality is almost an obsession with us.

Frankly, the Anchor Package Design Department does not care whether a customer's package is a prize winner...so long as it's a *sales winner*.

★

**ANCHOR CAP & CLOSURE CORPORATION**  
Long Island City, N. Y. : : Toronto, Canada  
**BRANCHES IN ALL PRINCIPAL CITIES**

# BECAUSE

## OF THE WAY THEY

# SEAL

ORDINARILY, a molded type of cap is chosen for a package because of the rich, lustrous beauty of the material itself, for its sales value as a decorative factor. But the reasons why a manufacturer selects Molded Caps *made by Anchor* are quite different. These are the more essentially practical reasons, such as sealing efficiency, adaptability to machine application, ease of removal, and convenience for the consumer.

The answer does not lie in Anchor's greater proficiency in manufacturing, or our superior ability, though we feel that Anchor possesses those, too. It is just that Anchor has been intimately concerned with sealing problems and closure requirements for more than a quarter century. Hence it is but natural that our engineers would create a more practical and efficient design. It is only to be expected that questions of sealing and of closure efficiency would receive far more attention from Anchor's organization of closure specialists.

Anchor Molded Caps give you more than merely style and smartness. They bring to the manufacturer exclusive features of design and construction—on the inside of the cap—that add materially to the creation of a satisfactory package, both for those who make and sell it, as well as for the ultimate consumer.

### FEATURES OF CONSTRUCTION

- Scientifically constructed thread gives a firm, sure grip around the entire circumference of bottle or jar.

- Predetermined thread length prevents jamming or interfering with proper seating of liner.

- Thread construction allows for variations in glassware permitted by G. C. A. standards.

- Liner retaining ledge and liner recess hold the liner securely in place. This prevents liners sticking to bottle tops and being discarded. The product is never left unprotected.

- Liner rotates freely in the liner recess as cap is applied or removed. This prevents injury to liner surface and consequent leakage or evaporation of contents.

- Liner retaining feature permits caps to be delivered assembled, makes unnecessary the use of over-size liners, and makes practical machine application.

- Wedge top construction keeps liner under tension, increases pressure on the liner at point of contact with the top of the glass container, centers cap on the container, and results in unusual sealing efficiency.

- In medium and tall styles, the thread is exactly the same length as in the standard bottle style, requiring minimum turning to apply or remove.

- Dome top construction of jar caps increases flexibility and gives a spring seal effect and greater sealing efficiency.



Anchor

MOLDDED CAPS



## PASSING IN REVIEW

● Here they come! All shapes and styles of closures! Each one with a definite place in the scheme of things! And each one an Anchor product.

Why so many types? There is a sound reason for this wide variety, a reason that is important to each user of glass containers...it assures him of obtaining a closure *exactly* suited to his product, his ideas of merchandising, and his pocketbook.



**ANCHOR CAP & CLOSURE CORPORATION**  
**22 QUEENS STREET, LONG ISLAND CITY, N. Y.**

— BRANCH OFFICES —

ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT  
 HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL  
 NEW YORK • PHILADELPHIA • PITTSBURGH • ROCHESTER  
 SAN FRANCISCO • ST. LOUIS • TORONTO



Photo by Heetfield through courtesy of Phoenix Metal Cap Co.

hot fire. The folk of those days were slowly attracted to the idea that edibles sold to the masses under hygienic conditions, finally under governmental supervision, at prices which eventually compared favorably with those of the old style, was worth while. That is how the Pond company which has now changed its name to Derby Foods, Incorporated, gradually worked its way from that of the pioneer to a leader in the business of national cookery. The central idea of its management was and still is quality.

The Derby company, in business 64 years, one of the original packers of Chicago, is still learning the business. First to use glass containers, it now utilizes both glass and tin in which to proffer its goods to Mrs. John K. Housewife. Those goods are largely delicacies the preparation of which is not known to the greater number of home cooks. The gamut of nations has been run by the Derby cuisine, the favorite dishes of Italy, Germany, England and France feature the menu of the kitchen which really deserves the name of the international cuisine. Ox tongue, boneless chicken, chicken a la king, chicken and noodles, chicken broth, hot tamales, chili con carne, Vienna sausage, chop suey, corned beef hash, tripe, deviled meat, chicken liver paté and many other

temptations for the trencherman and the invalid and the gourmet are made and sold by the firm under rules which never are slackened, rules based on a religion of sanitation. Yet it is always studying how to improve not only the extent of its wares but the ways in which they are made and sold.

Each of its hundreds of men and women employees is subjected to a rigid inspection as to personal hygiene. The company furnishes its workers clean wearing apparel free of cost to them. The women, young and old, are required to wear hair nets and caps. The hands of all must be clean. Every tool, every mechanism, every container, every part of outer garb, all the floors, all the walls, the trucks on which goods are carried from one department to another, enter the daily scrutiny and renovation which are fixed forms of the factory regime.

Of the several tidbits purveyed by Derby, ox tongue is one of the best known. Fresh beef tongues selected with care as to quality are cured in large vats filled with pickle in a low temperature created by the company's own refrigerating plant.

The tongues as they arrive are graded as to size. The large tongues remain in pickle longer than the others. From 20 to 28 days are required to pickle or cure the tongues. Then they are removed to the precookers, a process which enables the removal of the skins from the tongues. From the precookers

the tongues are taken to the trimming tables where women strip the skins and remove the bones and other undesirable material such as veins and gristle and superfluous fat.

Then comes that part of the procedure which proves that the Derby concern always learns. Each tongue as it leaves the trimming tables is weighed and sorted to fit glass containers of appropriate capacity. The latest glass container added to the Derby stock is the 10-oz.; other glass containers for ox tongues contain 12, 14, 16, 19 and 22 ozs. respectively. The 14- and the 19-oz. jars as well as the 12-ounce are the result of years of experience.

By weighing ox tongues and then buying containers to fit only one tongue, the company heeded the demand of the public—one whole tongue in the jar sold better than one tongue and a piece of another or several pieces from a number of tongues. That is but one of the many illustrations of the way the concern scans the trade. Containers, labels, caps, the manner in which its products are packed or sale at retail, all these incidents of manufacture are analyzed and when necessary bettered. Derby knows that a little pat here and a little twist there, a dab of color there and a bit of (Continued on page 60)



*Showing representations of various buildings included in the Century of Progress Exhibition, the new wrapping paper used by Marshall Field & Co. is modern to a degree. The attached sample gives an intimation of the design, as printed by Michigan Lithographing Company*

### Oil in Refinery-Sealed Cans

As a positive means of preventing substitution in its motor oil, and also assuring convenience to station attendants, the Kendall Refining Company of Bradford, Pa., is now distributing its 2,000 Mile Oil in refinery-sealed tin containers. Easily legible, the red, white and



black label identifies the Kendall brand; the grade of oil contained in the can is stamped on the top, so that the motorist will know that no error of any kind has been made and that he will receive the exact grade he requested and is paying for.

In supplying the oil, the attendant picks up a sealed can of the grade required, cuts the top with a combination opening and pouring device and pours the oil direct from the can into the crank-case. The non-refillable can is then thrown away.

One-quart and five-quart cans are being used. The quart cans are being shipped in cartons holding two dozen quarts. Each carton contains an insert showing the service station how the box should be cut to make an effective display of the canned oil.

### Here is a Molded Closure That Sprays

A slight touch on the top of the molded closure emits a vaporized spray of the contents from the bottle recently adopted by Mosby's A to Z Company of Cincinnati, Ohio, for its new antiseptic. This is the outstanding feature of the new package, although the bottle, label and carton are likewise worthy of attention. About fifteen different parts comprise the spray—patented, of course. Molded parts are of Bakelite, and the bottles are charged with 50 lbs. of pressure to effect the desired spraying of the product.



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Corrugated fibre packages are receiving extensive utilization in the brewing industry. Light, compact, inexpensive and affording protection, they have long been a favorite package north of the international line. The illustrations show some of the boxes used by Canadian brewers and manufactured by the Hinde & Dauch Paper Company



*An indoor aerial which offers a large surface area and is insulated with Cellophane is known as Cello Ribbon Antenna and is manufactured by Freyberg Brothers. The conductor is of metal foil with a metal connector at one end. The device is packaged in a white, red and black carton*

## Packages Needed for Celery

Celery producers in the 17 commercial celery growing districts of Michigan have agreed generally that one of their major problems is the adoption of a uniform type and size of container for each of the grades which go through the market.

The types now generally used are, Michigan Flat, Michigan Highball, Michigan Square, Florida  $\frac{1}{2}$  crate and the New York  $\frac{2}{3}$  crate. There is little uniformity in the size of these containers. Arthur Howland, extension economist of Michigan State College, co-operating with the U. S. Department of Agriculture, who more than any other individual is looked upon to help the celery growers out of their difficulties, says "there is no apparent reason why a uniform container to meet the requirements of the various types of packages cannot easily be worked out." It is a job that right now requires the help both of packaging authorities and men who know the celery business.

A permanent state organization will not be formed until every district is thoroughly organized. It had been intended to form the state body first, but this was decided against. There are three organizations in Kalamazoo County, each in a separate district: Comstock, North Kalamazoo and Portage. Seventeen commercial districts supply about 85 per cent of the total commercial production from 14 shipping points. Eight of these have been organized.

The problem of establishing definite grades is pressing. This ties in with the packaging problem. Shippers, jobbers and buyers need a definite way to ascertain the quality and grade of celery that is being handled without the need for such careful inspection as now is necessary.

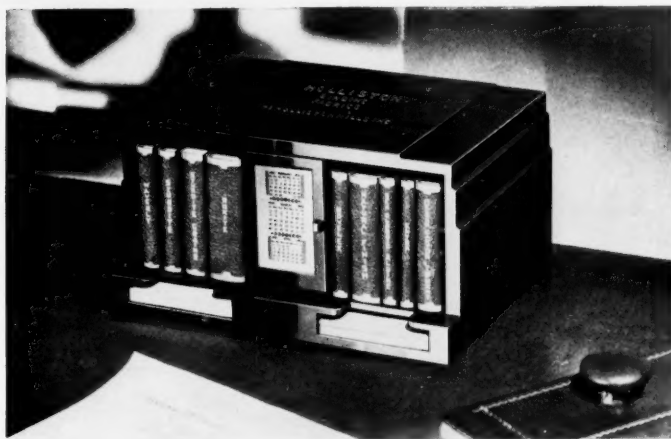


*Before, behind; after redesign, in the foreground. Henry Dreyfuss in re-designing the packages for Charles M. Higgins Company's vegetable glue considered practicability, economy of production and beauty. A wide opening with a round can permits better accessibility of contents; employing the metal of the can as a third color enabled label economy; simple, direct letters obtains greater legibility; trade mark was simplified, likewise the copy; an improved color scheme was adopted*



## New Molded Plastic Packages

Symbols molded on the top of the snug-fitting, slip-over cover of the new package used for Chlorosalsterol therapeutic tablets are recognized by medicos. Molded of dark green Durez by Auburn Button Works.



Above: Holliston Mills, Inc., recently introduced this black molded cabinet as a convenient receptacle for its sample books of binding fabrics. A small compartment, as well as spaces for memorandum slips, are provided. Molded of Bakelite by Northern Industrial Chemical Company.

At right: The Vaughan Novelty Manufacturing Company recently introduced to the trade the Perfo-Siphon illustrated. Constructed of polished metal parts, double plated, with nickel finish, and a body of Bakelite Molded. The device converts a bottle of carbonated beverage into a siphon.



# MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

## New Permanently-Attached Tube Cap

No more slipping down the drain, is but one of the several advantages offered in the new "Turret Tube" recently announced by Anchor Cap & Closure Corporation, 22 Queens St., Long Island City, N. Y. The molded caps supplied with these tubes are permanently attached to the top of the container at the time of manufacture.

A projecting shoulder or ledge on the tube holds and securely locks the cap on the tube, yet allows it to rotate freely. This projection extends around the entire circumference of the cap and is formed by a separate manufacturing operation after the cap is in place.

When the aperture in the cap is turned to coincide with that in the tube, the product may be ejected. (The cap in the open position may be seen in the accompanying phantom view illustration). Shown also is the lug which prevents the turning of the cap beyond a specified point, thus providing the automatic stop that contributes so much to the unusual and welcome convenience of the Turret Tube.



## For Fast Filling of Powdered or Granular Products

Manufacturers who have the problem of filling small containers with powdered or granular products economically will be interested in a fast machine which has been developed by the F. J. Stokes Machine Company of Philadelphia, Pa. This machine, which is of the single-auger type, is said to fill up to 70 or more containers per minute. The accompanying illustration shows such a machine in operation at the Crystal Corporation, New York City, operating on small face powder boxes at a speed of 73 per minute.

Besides operating at what is said to be the fastest speed yet attained by a powder filler of this type, this machine is notable for its accuracy, cleanliness, flexibility and modern design. It is a net weight filler delivering within plus or minus one per cent of an exact fill. A "no container-no discharge" lever prevents delivery of material

when there is no container in the filling position. This feature, together with a dust-collecting system, makes for a degree of cleanliness not before believed possible in powder filling. "Change-over" for different materials or containers can be made in a few minutes, due to the convenience and simplicity of the necessary adjustments.

The machine is compact, and the mechanism, including the motor, is housed in the base, portions of which are hinged for ready access. The single adjustment for weight and speed of discharge is readily accessible and quickly made. The conveyor feed, adjustable in height, circles the machine and the container holders are of the



*Auger-type powder filling unit at plant of Crystal Corporation*

cup or clamp type as required. The unique design of this conveyor and these holders is an important factor in the speed of this model.

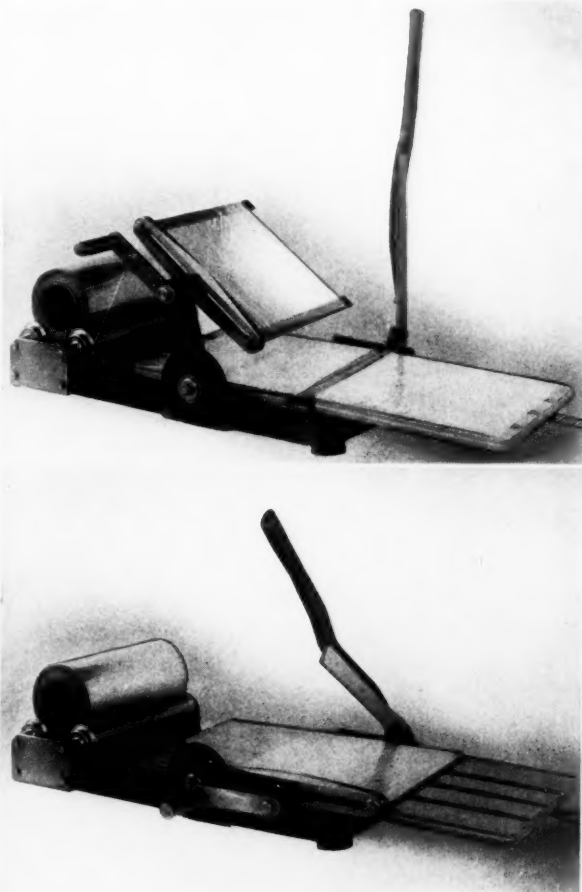
As the illustration shows, an automatic "take-off" transfers the filled containers to a conveyor table for capping, labeling, etc. Only one operator is required for the filling machine.

## New Transparent Cellulose Sheeter

Shown in the accompanying illustration are two views of the new "Scandia" transparent cellulose sheeter. Among the advantages claimed for this device are the following: economy, in that, through its use, the wrapping material may be purchased in rolls, thus saving cutting and packaging costs; high speed, producing between 5,000 and 10,000 sheets per hour; adaptability, in handling two or more rolls of the same or different sizes in one operation; convenience, in stacking the sheets in single or double stacks; and efficiency, as it

increases sheet feed wrapping from five to fifteen per cent because of the elimination of the difficulty in separating packaged sheets—particularly noticeable in hot weather.

The operation of the device is evident from the illustration. Rolls of transparent cellulose are placed on



*Hand-operated sheeting device. Above: in position for winding; below: ready for cutting sheets*

the roller bars at the left and unwound on the spindle arms, each of which is adjustable to the size of sheet desired. By this adjustment two different length sheets may be obtained from the same roll in one operation if desired. After a sufficient amount of the wrapping material has been unwound from the roll, the spindle arms are swung over to a position under the cutting blade which is then pulled down to form the sheets. A series of grooves in the wooden table base affords easy access to the cut sheets.

Valdor Sales, Inc., Newark, N. J., is the exclusive sales agent for the Scandia Sheeter.

## Coffee Vacuum-Packed in Glass

Coffee packers have long recognized that a satisfactory method for the vacuum packing of coffee in glass containers would bring immense sales advantages. They have known the widespread instructive public preference

for food products packed in glass, the increased salability of products so packed that the customer can see them before buying. They have known also that a higher vacuum could be obtained in rigid glass containers, assuring a more complete preservation of coffee flavor.

The Owens-Illinois Glass Company tackled the problem for the packers and after a number of years of research and experiment, have solved it in such a highly satisfactory manner, that a score or more of leading coffee packers have already installed the new equipment, and many other firms have it under consideration.

The Owens-Illinois equipment, patents for which are on application, not only solves the problem of packing coffee in glass with a high degree of vacuum, but also eliminates the delays necessary in the vacuumizing of coffee in these other types of container. The new process permits speeds up to 60 and 70 jars per minute with the simple addition of increased labeling facilities, while allowing also for flexible production at lower speeds when conditions require.

In a new portfolio just issued, the Owens-Illinois Glass Company sets forth not only a description of the new process and its advantages, but also gives the packer a complete plan for the merchandising of coffee vacuum-packed in glass. This portfolio "The Why—The How—The What—Of Coffee Vacuum-packed in Glass" is available without cost to packers of high quality coffee. It covers the entire subject of production and sales so thoroughly that it bids fair to become the coffee packer's "bible" in the development of the great sales possibilities of this revolutionary new process.

The portfolio contains a description of the newly-created Owens-Illinois vacuum machine, together with its approach and discharge conveyors, and the Owens-Illinois agitator for rapid filling, which is one of the most compact units of its kind ever invented for shaking the coffee down to increase speed of filling. Accessory equipment, such as trays, gauges, etc., are also included in the equipment.

The advantages to the packer in the use of this equipment may be summarized as follows:

1. The machine can be adapted to whatever speed is most convenient for the roaster's packing line.
2. Where private labeled coffee is packed in glass there is no necessity as in the case of metal packed coffee of carrying additional stock of each brand, as one type of jar can be used for various packages and differentiated by label treatment.
3. Sealing under high pressure can be done, without waiting, immediately after grinding, thus preserving full aroma.
4. There is a more complete exhaust of air. Highest vacuum is assured.
5. Jars of various capacities may be vacuumized together or separately.
6. The process permits use of the new knife-opening, single piece, screw-cap seal, which any housewife can easily turn open by slipping a kitchen knife into the

groove on top of the cap. This feature also gives the jar an attractive re-use value as a pantry jar.

7. Cost of installation of the equipment is extremely low, especially in comparison with equipment for vacuumizing other than glass containers.

## New Wrapping Device

Adaptable to various types of wrappers, the Schlemmer Bench Model A wrapping machine can be supplied with a heating attachment for self-sealing materials such as M. S. T. Cellophane, Sylphrap, waxed paper, waxed glassine, or with a gluing attachment for applying solvents or adhesives to plain Cellophane, kraft, printed wrappers, etc.

It is stated that this device can produce from 10 to 15 wrapped packages per minute as against a general average of 3 to 4 per minute with hand work. It will handle a wide range of sizes, is quickly and easily adjustable, takes up little space and produces a neat and compact wrapping job.

In operation, a wrapper sheet is placed around the package which is then pushed forward to enter the folding device where, by means of ingeniously arranged flanges, the necessary folds are made. As each package, so placed, is pushed forward in a continuous line it passes through the heat sealer or gluing attachment and the necessary seal is effected. Direction of travel is from right to left as shown in the illustration. The entire equipment may be placed on a table, at a convenient height. The wraps, cut to the proper size, are available from the elevated stand shown in the right foreground of the illustration.

Sales of the Schlemmer wrapping machine are being handled by Valdor Sales, Inc., Newark, N. J.

## A New Captive Cap

An improvement in the type of closures used on collapsible tubes, cans and bottles in which such products as creams, pastes, powders and liquids are marketed, is offered in a new Acorn Valve Cap recently announced by the Superior Sales Corporation of Tulsa, Okla. This new cap is an application of the valve principle to molded caps

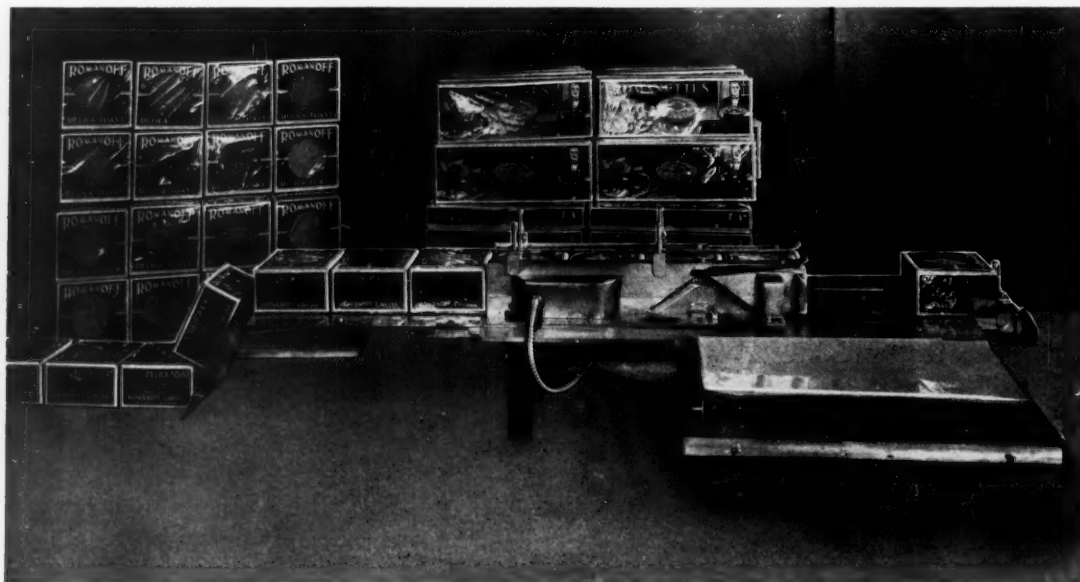
for use on the above types of containers, and is said to assure air-tight, leak-proof protection to the product when not in use and also affords a free and easy accessibility to the contents when needed, without removing the cap.



A slight turn of the cap opens a valve at the apex, and in the case of tubes, the cream or paste is pressed

through the valve opening in any desired length and thickness. Turning the cap various degrees adjusts the size of the opening and allows the contents to leave the container in a tubular shape.

On bottle containers, a similar adjustment of the cap regulates the flow of the liquid from a fine spray to a solid stream. When the cap is turned back to closed position, the tube, can or bottle is air-tight and the Acorn valve cap is just as firmly attached to the container as the most secure ordinary closure.

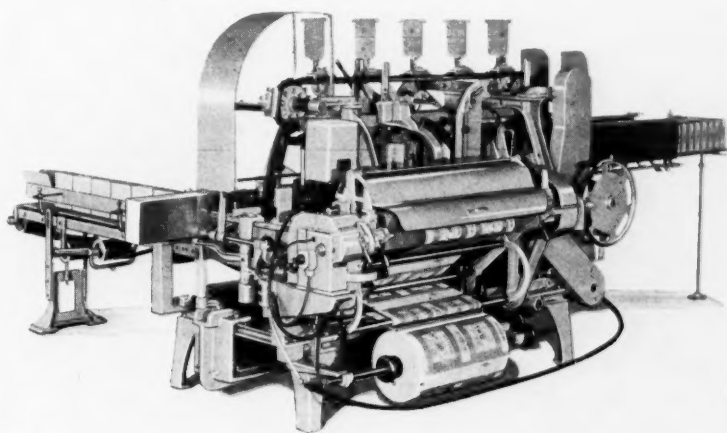


*Bench model of new wrapping and sealing equipment in use. Packages may be heat sealed, as shown above, or glued by means of a special attachment*

## "Electric Eye" Brings New Marvels to Packaging

**Packages** wrapped in waxed paper which brilliantly display the design, colors, and printing on the outside surface of the paper are being turned out by new machines put into successful operation by the Johnson Automatic Sealer Co., Ltd., of Battle Creek, Mich. A number of installations are already clicking out these new packages. Most interesting among these is that which at the plant of the W. K. Kellogg Company is wrapping the smaller

*Automatic wrapping unit, with photo-electric cell attachment for correctly registering printed wax wrappers, at plant of the W. H. Kellogg Company*



individual or sample size in waxed paper, placing the well-known Kellogg Corn Flakes design accurately and with air-proof tightness around the plain carton shell.

The heart of this machine is a photo-electric cell locating device which places the waxed paper wrapper at any pre-determined position on the carton or container. This makes it possible to print the package design on the waxed paper instead of the box. Yet, in wrapping, the end, side, front and back panels appear in exactly the right position.

The effect is one of the glossy brilliance, as if varnished, and colors are not toned down by the intervening veil-effect of the waxed paper itself. As a result the actual carton itself need not be printed and prepared for exposure.

For many perishable products—prepared flours, breakfast cereals, crackers, cookies, packaged sugar or fruit, soap powders, coffee, spices, gum, etc.—the new package now made possible will permit a fine combination of sales value and economy.

The machine, with super-human intelligence, knows when to cut printed waxed paper—knows how to wrap and seal so that the printed panels are correctly located on front and sides. As is characteristic with Johnson machines, the long longitudinal seam falls on the side panel—in this case so close to an edge that it can scarcely be detected.

Important, and really the very heart of the operation is the fact that the printed designs flow continuously from

the roll of paper into the machine and the speed of the paper is slightly advanced, or slightly retarded to keep it in step and in time with the cutting mechanism. Thereby abrupt starts or stops are avoided. One hundred per cent time of feeding is thus allowed for smooth, easy motion of the paper into the machine and for developing the accuracy required to a certainty. It is rotary feeding that eliminates abrupt starting and stopping of the paper, avoids slippage, and the inaccuracies that are bound to creep in and which have no part in rotary continuous feed cutting.

**A new flexible waterproof cloth**, known as "Revolite," is treated with a special phenolic resinoid that renders it resistant to water, oil and most cleaning compounds, has been placed on the market by the Revolite Corporation, New Brunswick, N. J., a subsidiary of Johnson & Johnson Company. This material is available in a variety of metallic finishes, patent leather and printed effects, and in different weights of cloth.

Besides being adaptable for many purposes, such as draperies, curtains, wall coverings, table covers, Revolite has been found particularly suitable for box linings and coverings.

**Chrome Nickel Silver**, produced either in flat sheets and strips or in long continuous rolls for automatic fabrication, is being supplied by the American Nickeloid Company, Peru, Ill. This new metal—chromium bonded to a nickel silver base—is said to possess the fundamental qualities of both nickel silver and chromium; is rust-proof; resistant to tarnish and discoloration; easily workable, requires no polishing, plating or lacquering after fabrication and wears well.

**Du-Tone Ribbon Corporation**, 11 West 42nd St., New York City, offer a wide variety of transparent ribbons for decorative or utility purposes. These Du-Tone ribbons are made from Cellophane in different widths, up to two inches, transparent or colored with either self or contrasting borders.

# Here and There in the Packaging Industry

**Howard W. Tunstall**, who has been associated with A. M. Collins Manufacturing Company of Philadelphia, in charge of sales for the past fifteen years, has resigned.

**C. R. Whiting Company, Inc.**, manufacturer of American Beauty Papers, Hackensack, N. J., has moved its New York office to 330 Fifth Ave.; telephone, Pennsylvania 6-6696.

An exhibition of the work of Lucian Bernhard, Joseph Sinel and Helen Dryden was shown at the Newark School of Fine and Industrial Art, Newark, N. J., from April 3 to 14. On April 11th, Mr. Sinel spoke in the Auditorium on the "Future of Industrial Design."

Product re-design and styling as an aid to marketing was discussed at a meeting of the American Marketing Society, New York Chapter, held in the McGraw-Hill Auditorium, New York, the evening of April 20. Among the speakers were: Waltin Dorwin Teague, Gustav Jensen, Lurelle Guild, Margaret Dargan, and William W. Dodge.

**F. G. Becker** and **W. C. Flint** have resigned as general manager and general sales manager of the container division of the **Robert Gair Company, Inc.** **R. H. Bursch** has been appointed general manager of the container and boxboard divisions with **Lorin Miller**, formerly manager of the Quincy division, as assistant general manager. **Felix F. Doll** has been appointed general manager of the folding carton division.

**C. F. Hatch Company**, Lowell, Mass., manufacturer of paper boxes, folding paper boxes, window displays and display containers has recently been reorganized. **I. H. Fowle**, formerly vice-president and secretary of the Kalix Cup Company, West Chelmsford, Mass., has been elected general manager and secretary of the Hatch company; **L. A. Klein**, president; **Edward Kaltenbach**, vice-president, and **A. D. Gilbert**, treasurer. The other personnel of the organization remains the same.

"Outstanding Best Sellers of the Depression Era" was discussed at a luncheon held by the National Alliance of Art and Industry, on April 10, at the Hotel White, New York.

Among the speakers were: **Francis D. Gonda**, vice-president of Einson-Freeman Company, Inc., who told about the wide distribution and phenomenal success of the jig-saw puzzle; **J. S. Munson**, divisional sales manager of Toledo Scale Company, who spoke of the change of design in the Toledo scale which increased its popularity; and **Russell Hunting** of the E. B. Latham Company, distributor of International Kadette radios. The latter outlined the sales successes of the Kadette radio. The presiding officer was **Harry L. Gage**, vice-

president of the Mergenthaler Linotype Company and president of the American Institute of Graphic Arts.

To assist in the carrying out of its recently announced expansion program, **Abbott Laboratories**, North Chicago, Illinois, has selected a committee with **C. R. Jackson**, advertising manager, as chairman, to study ways and means of improving packages and packaging methods. Over two years ago, **Abbott Laboratories** adopted a new standard design for their labels and cartons, which are now dressed in a uniform black and blue color scheme. Several million of these new style labels and cartons have been printed and today almost all of their products are being put up in the new packages.

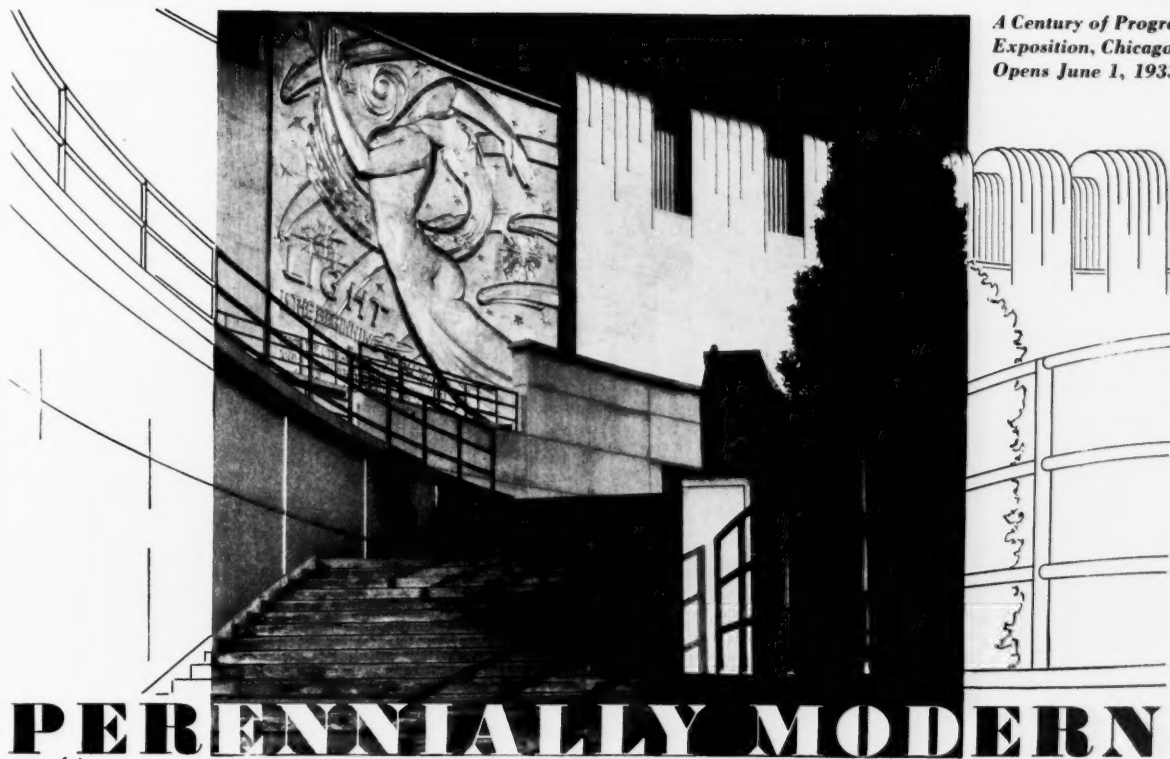
A settlement out of court has been reached in the suits brought by the **Du Pont Cellophane Company** against the **Sylvania Industrial Corporation** in the District Courts of Delaware and Virginia for the infringement of patents owned by the Cellophane Company and covering the moisture-proofing of Cellophane. The **Sylvania Industrial Corporation** has taken a license under the **Du Pont Cellophane Company's** patents for the manufacture and sale of moistureproof regenerated cellulose. The **Du Pont Cellophane Company's** patents as granted by the Patent Office broadly cover the new moistureproof articles and also the process and apparatus for making them, and in view of the novelty and great utility of the invention they represent a valuable asset to the **Du Pont Cellophane Company** and its licensee, the **Sylvania Industrial Corporation**.

This settlement affords the consuming public the advantage of two entirely independent and unconnected companies engaged in the manufacture and research in this field and its many varied applications.

Approximately eighty representative New England firms displayed their consumer products during the New Products Exhibition held under the auspices of the New England Council at the Hotel Statler, Boston, Mass., May 11 and 12.

In conjunction with this exhibition, a New Products Conference was held on Thursday, May 11. Among the speakers were: **Norman Bel Geddes**, artist and designer; **O. F. Benz**, director of sales, **DuPont Cellophane Company**; **H. C. Parmelee**, vice-president, **McGraw-Hill Publishing Company**; **D. E. A. Charlton**, editor, **MODERN PACKAGING**; **William F. DeMaris**, market research analyst, **New England Confectionery Company**; **R. Lee Smith**, president, **United American Soda Fountain Corporation**; **Walter B. Pitkin**, authority on consumer psychology; **J. D. Malcolmson**, director of research, **Robert Gair Company**; **Chapin Hoskins**, managing editor, *Forbes Magazine*; **Floyd Miller** of **Barta Press**; and other executives, research engineers and marketing specialists.

*A Century of Progress  
Exposition, Chicago  
Opens June 1, 1933*



## PERENNIAL MODERN

**PHOENIX METAL CAPS** are not new in the exact meaning of the word. The Phoenix Band Cap was the first commercial closure introduced in the United States. The year was 1893. The original continuous thread cap, forerunner of the present Phoenix ST, CT and Two-Piece Deep Screw Caps, was invented in 1858. While Phoenix Metal Caps are not new, they certainly are not old. They have changed with the times—year by year, day by day. They have set the pace for the attractive and efficient sealing of glass packages. Today, Phoenix Metal Caps are as modern as the setting for Chicago's Century of Progress Exposition—yet withal, as dependable as a good old friend.

### **PHOENIX METAL CAP CO., Chicago, Ill.**

OFFICES: Chicago, 2444 West 16th Street; Brooklyn, 3720 14th Avenue; Philadelphia, 1601 Fox Theatre Bldg.; Boston, 131 State Street; Cleveland, 1109 Guardian Bldg.; Cincinnati, 901 American Bldg.; St. Louis, 5820 Itasca Street; San Francisco, 200 Davis Street; Los Angeles, 763 Stanford Avenue.

# Editorially Speaking — —

## Mostly About Paper Boxes

**This issue**, devoted mainly to a consideration of paper boxes, establishes something of a precedent in our editorial treatment of packaging subjects. Dealing, as we have since the establishment of the publication, with package design, materials, assembly and functions, we have always felt that it was necessary to maintain a balanced ratio—in the reading material in any one issue—between each of the foregoing in order to serve properly those manufacturers who seek effective accomplishment in the production and utilization of their packages. We still feel this same way, continuing to maintain consistently that a deviation from such a policy renders an ineffectual and insufficient service. We know of no reason, however, why such a balance each month need be definitely adhered to, for after all we issue twelve numbers each year and we are not inclined to encourage the purchase of a single copy by a reader who expects to learn therefrom all there is to know about packaging.

A given package, designed and produced for a particular commodity may prove an outstanding success, while the same design and assembly applied to another product will be an absolute failure in sales. Yet we are constantly seeing examples of packages in which *ideas*, successful in other packages, have been properly *interpreted* to excellent advantage. Not only does this apply in decorative design but in the utilization of the various materials as well. The application of packaging equipment and its ability to perform effectively in the production of packages for unrelated products is, of course, well recognized.

Paper boxes have enjoyed a long tenure of performance in packaging, in fact they were among the earliest of the container groups available, and have maintained a consistent popularity in spite of the entrance in the field of other types. Practically all of the arguments that favor the use of the paper box are included in the opinions expressed in articles appearing elsewhere in this issue so that it is not necessary to repeat them here. However, these are not offered by way of stating a pre-eminence of such packages over others which are available; rather, it is an earnest attempt to establish such facts as will enable users and prospective users to determine if and how the paper box can perform in the selling of their merchandise. The paper box has its place, its advantages, its limitations. However, it is well to bear in mind that each of these have, through improvements in manufacture, in design and in the utilization of newer materials, increased since the paper box made its appearance.

Shown during this month in the Permanent Packaging Exhibit is a display of several hundred paper

boxes, varying in sizes, shapes and in the materials used for their decoration. Interesting, too, is the variety of products which are so packaged. Visibly this exhibition speaks of accomplishment, of the establishment of new standards. By all means, if you have the opportunity, be sure and see this exhibit.

We feel that in thus presenting a rather complete story of paper boxes, at a timely period, our readers—and visitors, too—may obtain a greater appreciation of the possibilities in this particular type of package. This encouragement can also serve in some measure as an incentive to the manufacturers of paper boxes and their suppliers toward a consistent improvement in their products.

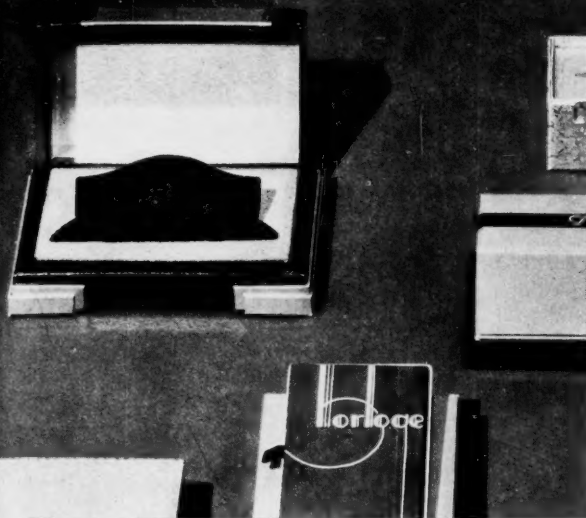
## Extended Service

**An opportunity** to view first hand a diversified group of packages assembled by semi- and full automatic machinery will be the offering of the Permanent Packaging Exhibit during the month of June. Together with these, there will be shown equipment photographs, floor and sectional plans, specifications and catalogs which will amplify the information obtainable on packaging operations as presented by means of the package display. The plan is similar to that which is now being carried out with respect to paper boxes, and enables those interested to make an intimate study of the relationship which machinery bears to the packages it produces. In so confining each of the series of exhibits to a treatment of specific types of materials or in concentrating on means and methods, as exemplified in the proposed June exhibit, it is possible to present a more comprehensive picture and a less confusing one.

We also believe that the conference meetings, held while the exhibits are on display, will be decidedly helpful as furnishing a means of exchanging opinions and encouraging closer contacts between users and suppliers of packaging ideas, materials and equipment.

The packaging industry has arrived speedily at a point where new developments and the increased application of established methods and materials have assumed such proportions that they cannot be overlooked if the full effectiveness of the package as a medium of merchandising is to be attained. The manufacturer who seeks to get the most out of his package will avail himself of every opportunity to learn what is offered. MODERN PACKAGING offers its plan of "extended service" with that idea in mind.

*A. E. A. Bhushan.*



# A PERFECT SET-UP



FOR  
MANUFACTURERS OF

- FOOD PRODUCTS
- 
- TOILET GOODS
- 
- DRUGS and CHEMICALS
- 
- JEWELRY and SILVERWARE
- 
- TEXTILES
- 
- HARDWARE
- 
- SPECIALTIES

*Dennison's*  
TRADE MARK  
**SET-UP BOXES**

DIVISION OF *Dennison's* PACKAGING SERVICE

# Editorially Speaking — —

## Mostly About Paper Boxes

**This issue**, devoted mainly to a consideration of paper boxes, establishes something of a precedent in our editorial treatment of packaging subjects. Dealing, as we have since the establishment of the publication, with package design, materials, assembly and functions, we have always felt that it was necessary to maintain a balanced ratio—in the reading material in any one issue—between each of the foregoing in order to serve properly those manufacturers who seek effective accomplishment in the production and utilization of their packages. We still feel this same way, continuing to maintain consistently that a deviation from such a policy renders an ineffectual and insufficient service. We know of no reason, however, why such a balance each month need be definitely adhered to, for after all we issue twelve numbers each year and we are not inclined to encourage the purchase of a single copy by a reader who expects to learn therefrom all there is to know about packaging.

A given package, designed and produced for a particular commodity may prove an outstanding success, while the same design and assembly applied to another product will be an absolute failure in sales. Yet we are constantly seeing examples of packages in which *ideas*, successful in other packages, have been properly *interpreted* to excellent advantage. Not only does this apply in decorative design but in the utilization of the various materials as well. The application of packaging equipment and its ability to perform effectively in the production of packages for unrelated products is, of course, well recognized.

Paper boxes have enjoyed a long tenure of performance in packaging, in fact they were among the earliest of the container groups available, and have maintained a consistent popularity in spite of the entrance in the field of other types. Practically all of the arguments that favor the use of the paper box are included in the opinions expressed in articles appearing elsewhere in this issue so that it is not necessary to repeat them here. However, these are not offered by way of stating a pre-eminence of such packages over others which are available; rather, it is an earnest attempt to establish such facts as will enable users and prospective users to determine if and how the paper box can perform in the selling of their merchandise. The paper box has its place, its advantages, its limitations. However, it is well to bear in mind that each of these have, through improvements in manufacture, in design and in the utilization of newer materials, increased since the paper box made its appearance.

Shown during this month in the Permanent Packaging Exhibit is a display of several hundred paper

boxes, varying in sizes, shapes and in the materials used for their decoration. Interesting, too, is the variety of products which are so packaged. Visibly this exhibition speaks of accomplishment, of the establishment of new standards. By all means, if you have the opportunity, be sure and see this exhibit.

We feel that in thus presenting a rather complete story of paper boxes, at a timely period, our readers—and visitors, too—may obtain a greater appreciation of the possibilities in this particular type of package. This encouragement can also serve in some measure as an incentive to the manufacturers of paper boxes and their suppliers toward a consistent improvement in their products.

## Extended Service

**An opportunity** to view first hand a diversified group of packages assembled by semi- and full automatic machinery will be the offering of the Permanent Packaging Exhibit during the month of June. Together with these, there will be shown equipment photographs, floor and sectional plans, specifications and catalogs which will amplify the information obtainable on packaging operations as presented by means of the package display. The plan is similar to that which is now being carried out with respect to paper boxes, and enables those interested to make an intimate study of the relationship which machinery bears to the packages it produces. In so confining each of the series of exhibits to a treatment of specific types of materials or in concentrating on means and methods, as exemplified in the proposed June exhibit, it is possible to present a more comprehensive picture and a less confusing one.

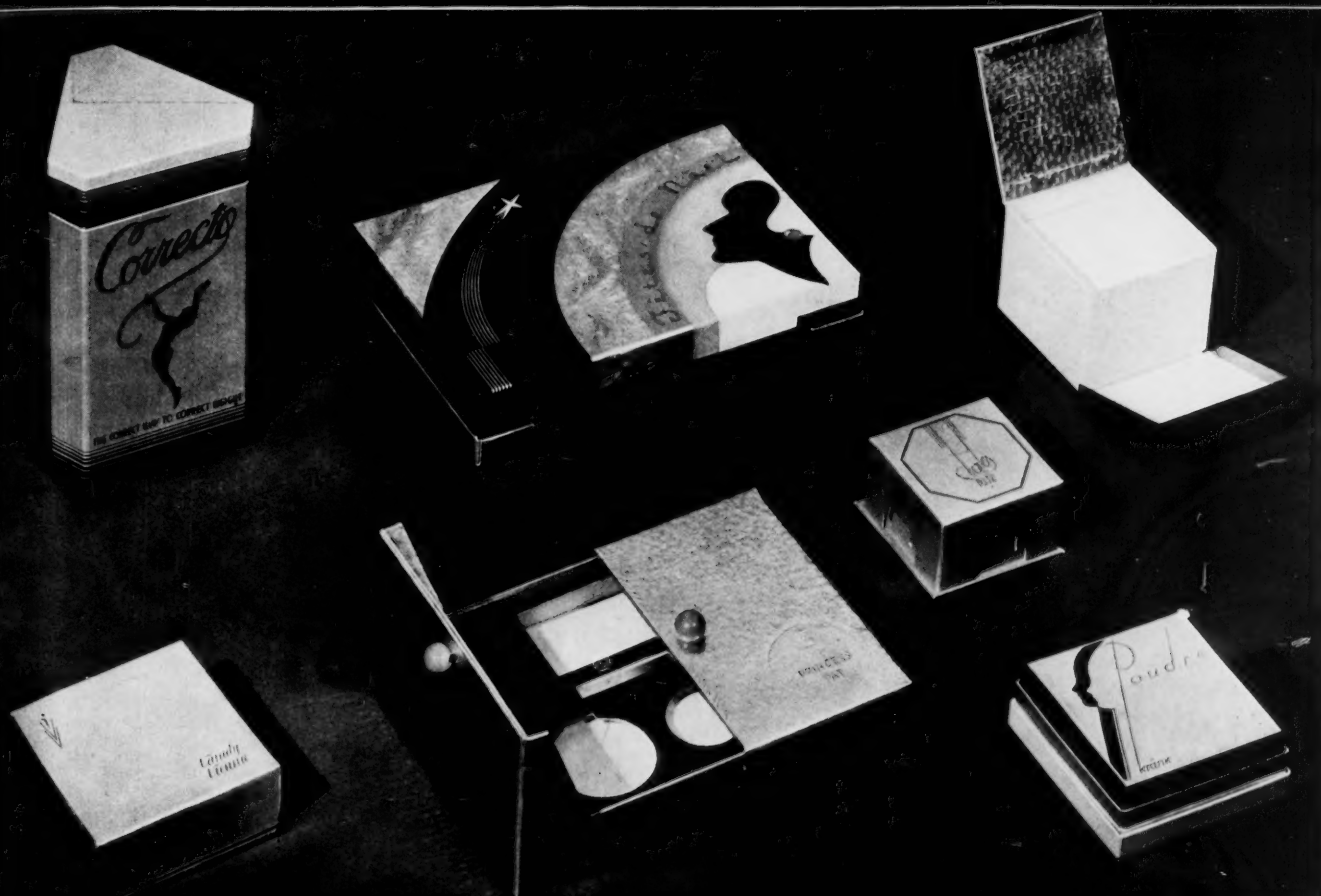
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A. E. A. Shuckman.



## FOR SET-UP BOXES THAT SELL • • SEE *Dennison*



**Y**ES, Dennison has something for you when it comes to set-up boxes. Dennison's experience, ability and craftsmanship produce the finest of boxes for your product. The salesminded sort of people Dennison demand the best and get it as these records show.

Dennison has the rich experience of years of box making to share with you. That you can depend on safely in the making of the best box for your product is the very best box for each individual product. The objective since 1844 when Dennison was the first American-made paper box.

The distinctive boxes created by leading manufacturers is the proof of ability to design boxes that sell. Our manufacturing facilities enable Dennison to produce distinctive and smart boxes at moderate cost.

Then there is that vital element of craftsmanship. Each step in Dennison's handling of the box board...covering...printing...glueing...fitting...packing...is the work of the finest expert workman.

Let us tell you more about what we can offer you in set-up boxes...and in our other packaging services. Just clip and mail to:

## EE Dennison FIRST

**Y**ES, Dennison has something for YOU when it comes to set-up boxes. Dennison has the experience, ability and craftsmanship to produce the finest of boxes for your product. The hard-hitting, salesminded sort of people Dennison work with demand the best and get it as these recent boxes show.

Dennison has the rich experience of nearly 90 years of box making to share with you. Experience that you can depend on safely in designing and making of the best box for your product. And the very best box for each individual product has been the objective since 1844 when Dennison produced the first American-made paper box.

The distinctive boxes created for hundreds of leading manufacturers is the proof of Dennison's ability to design boxes that sell. Efficient manufacturing facilities enable Dennison to make effective and smart boxes at moderate prices.

Then there is that vital element of honest craftsmanship. Each step in Dennison box making...the handling of the box board...covering...die-stamping...printing...glueing...fitting...packing...all must be of the finest expert workmanship.

Let us tell you more about what Dennison can offer you in set-up boxes...and in many other packaging services. Just clip and mail the coupon today.

DENNISON MANUFACTURING COMPANY, Dept. E-227  
Framingham, Massachusetts.

Please tell me how Dennison can help us to improve our set-up boxes...and we are also checking other items in which we are interested.

☐ Tags ☐ Seals ☐ Displays  
☐ Printed Cellophane ☐ Labels ☐ Package Inserts

Name.....

Firm.....

Address.....

City..... State.....

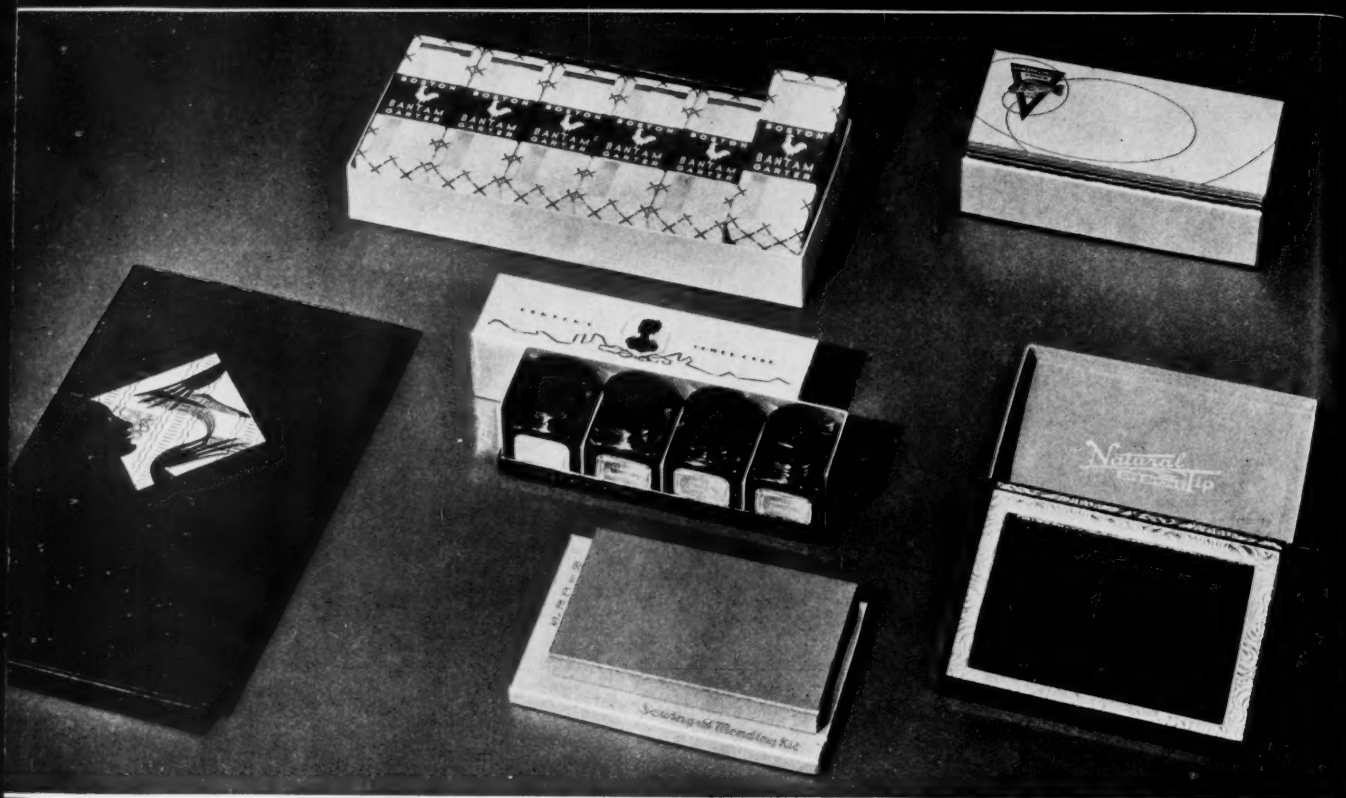
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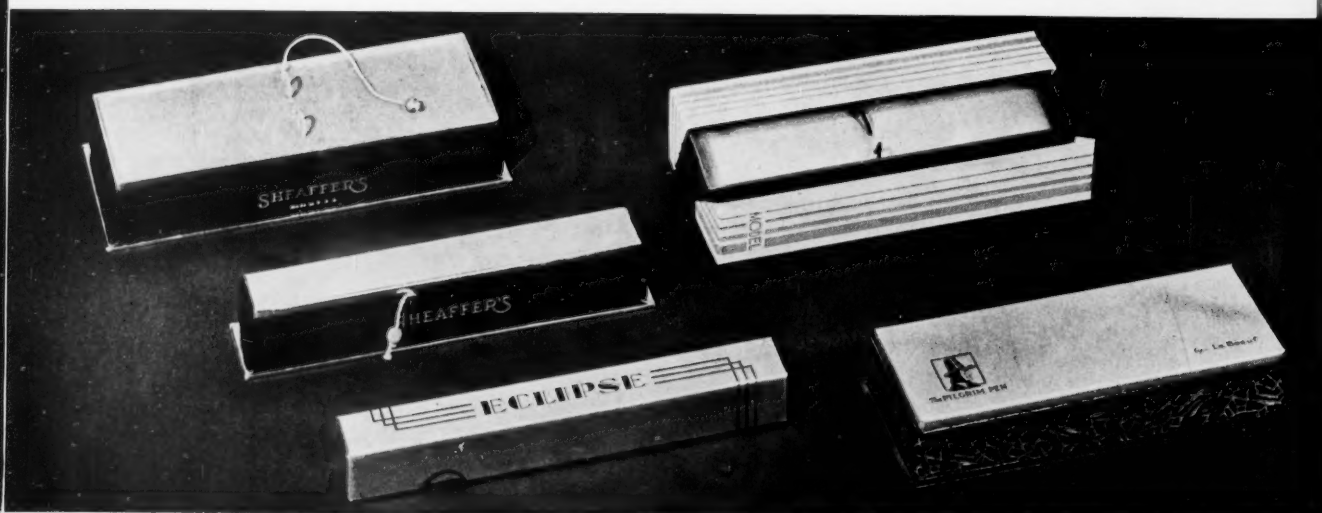
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Dennison is ready to make suggestions, create samples, analyze, and give you the benefit of many years of experience, not only on set-up boxes, but on labels, seals, tags, printed Cellophane, display cards, inserts. And for any kind of product, too! For we have been as successful in our packaging of such hardy merchandise as wooden shingles and tear gas bombs

as we have been with exquisite jewelry or perfume. Our staff is at your service to help you with your packaging problems. They are ready to help you to equip your product to face the competition that is growing keener every day. All you need to do is mail the coupon on the other side of this page. Check the subjects in which you are most interested and mail it today.



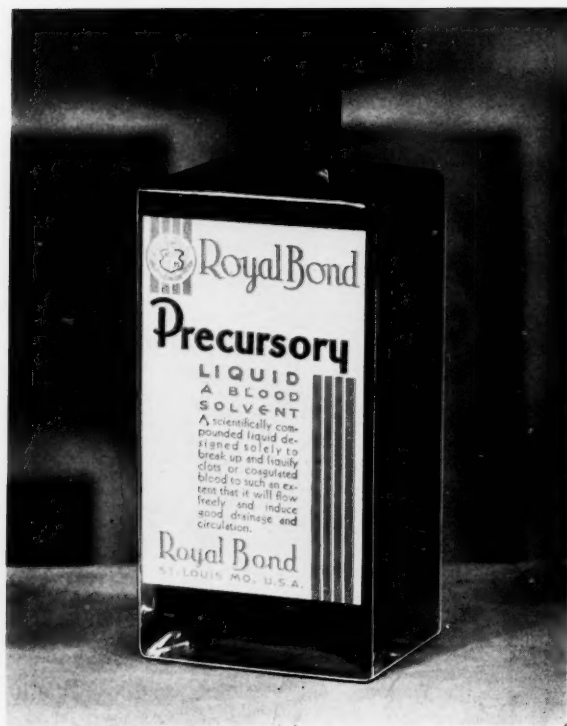


**C**OMPETITION is rife. Your package must depict the quality of your product. You cannot represent the finest quality product in an antique container. Today your container must be modern—in design—in color combination—in accurate reproduction. Heekin Lithographed Cans go to all parts of the world—and wherever you may find them the colors are fresh, lasting, brilliant. Let us give life to your product. **THE HEEKIN CAN CO., CINCINNATI, O.**



# HEEKIN CANS

with HEEKIN HARMONIZED COLORS



## New in Glass Containers

Swift & Company not only has adopted a new package for its mayonnaise, but a new name as well. Now Swift's Brookfield Mayonnaise appears in a new container in half-pint, pint, and quart sizes. Slightly tapering sides afford good display, and offer convenience in removal from the carton.

Professional dignity and restraint, as well as convenience, are evident in the new container used by Royal Bond, Inc., for its embalming solvent. The bottle incorporates rectangular lines and is topped with a plain black molded cap. Designed and produced by Owens-Illinois Glass Company.



The glass top can serve as an ash tray or a coaster and the container may be used as a table jar, after the original contents are removed. Such are the utility features of new 1-lb. jars adopted by the American Preserve Company. Jar and coaster were designed and made by Capstan Glass Company; the brass clip by Anchor Cap & Closure Corporation.

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# For Ever-lasting Package Beauty—

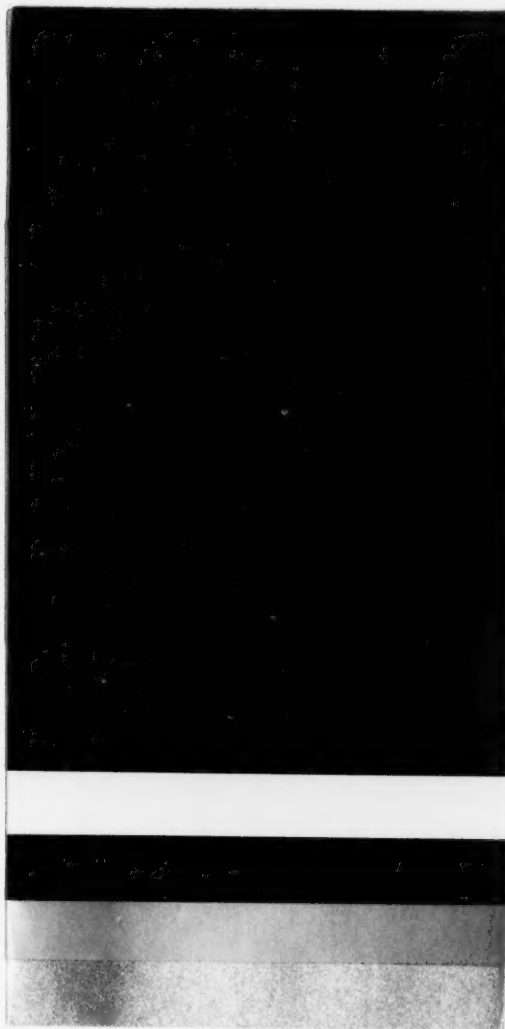
## Du-Ko-Tone Box Covering Papers

Feel the wonderfully smooth, glossy finish of DU-KO-TONE. Fold it and note its remarkable flexibility and toughness. It doesn't crack! And the colors are fadeless—permanent.

For boxes requiring a rich, modern finish that retains its beauty indefinitely and does not show fingermarks—there's nothing equal to DU-KO-TONE. It has a Pyroxolin finish which is washable and exceptionally durable. Especially recommended for the package with a utility value after the product has been removed.

*Pastel shades now being added.*

Write for price list and working sheets.



### CHARLES W. WILLIAMS & CO., INC.

*Authorities on Box Covering Papers*

303 Lafayette Street

Chicago

New York

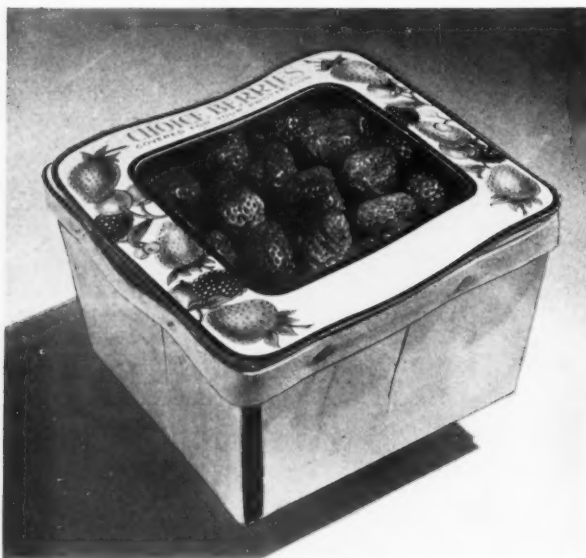
Boston

*"Has your line been toned"*

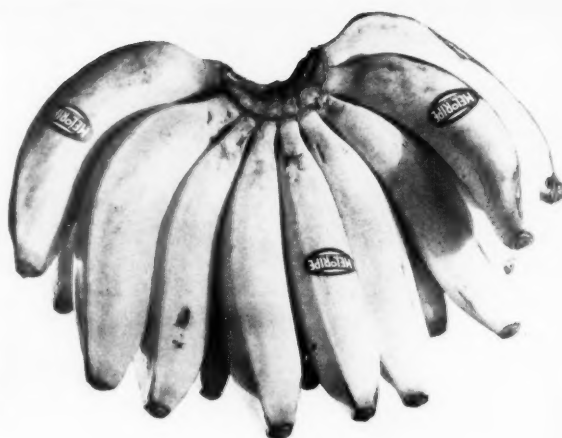
**Synthetic Moulded Products, Inc.**, has opened a new plant at Stonington, Conn., consisting of a modern brick structure which houses both office and manufacturing departments. Eleven presses, varying in capacity from 50 to 320 tons, have been installed; and ten additional units are in order. The press equipment, when completed, will be adequate for the rapid and economical production of moulded parts in any size and in any quantity. The presses are supplemented by a battery of up-to-date pumps, accumulators and air compressors—all motor driven.

The products of the plant include: moulded parts for the automotive, aircraft and marine trade; radio and telephone parts; textile specialties; parts for electrical apparatus, instruments and utilities; moulded insulations; containers, caps, closures and display devices for the packaging industries; novelty moulding of all kinds. In addition to its custom moulding, the company—working from original designs by artists and stylists is developing, and preparing to market, useful and decorative novelties of its own. Bakelite, Durez, Beetle, Plaskon and other recognized bases are used.

Production and management are under the personal direction of O. W. Greene, Jr., president, whose experience in plastic engineering includes six years in charge of the Department of Design and Development in the Pittsfield works of General Electric Co. Prior to that, he was associated with Western Electric Co. and Van Trump Testing Laboratories. The factory superintendent is a man of long experience in the production of moulded plastics.



*As a means of preventing "pawning" of berries, vegetables and fruits, this new "window top" offers real service. Shows the contents to advantage, too, and the distributor can place his name on the space at the bottom. Designed by E. W. Mason of Sylvania Industrial Corporation, and printed by Rossoti Lithographing Company, Inc.*



*Yes, we label bananas! The Meloripe Fruit Company desired a special seal that would identify its merchandise and give its bananas a trade name. Dennison Manufacturing Company developed a special gumming to adhere to the fruit and also produced the labels*

## Packaging for a Mammoth Kitchen

*(Continued from page 45)* spice here all raise the scale of sales. It has studied the psychology of women, knowing that after all it is the women who buy, as a rule, for the home. So, after a four-pound tongue emerges from the process weighing about a pound and six ounces, it is finally coiled in an attractive glass jar which may be used in the domestic kitchen, then so adjusted therein as to cuddle a savory dab of jelly.

The glass container with its pink, luscious contents is then placed in a vacuum capping machine where the cap, inside of which is a rubber liner, is pressed tightly upon the glass container to seal it hermetically. Thence the jars are carried in steel frames by gravity to the process retorts where the containers are sterilized. The temperature in these retorts, heated by steam, ranges from 215 to 240 deg. F. which evidently is no summer resort for germs. After cooling, the filled containers are taken by gravity system to the washing machines and finally to the labeling equipment to be labeled with the familiar red ornamental strips proclaiming the virtues of Derby Foods.

When girls were employed to paste labels on the glass jars the best that even the swiftest of them could do was about 150 eleven-ounce jars an hour. The mechanical labeler works at the rate of 1,000 to 1,500 an hour. Not only is the latter 10 times faster than the former but it is less costly as to operation in relation to mass production. Derby Foods, Inc., estimates that packing by hand costs five times more than packing by machine.

After cooling, the filled containers are removed to the inspection department where women tap each cap to determine whether or not it is properly fitted. They ex-

# New Box Coverings of Unusual Smartness and Distinction

**T**HE accompanying patterns show some of the new Birge Decorative Coverings combining pastel shades with luminous colors. These papers are exceptionally effective on boxes for cosmetics, candy, textile products, notions, novelties, stationery and many other lines of products. When you are in need of the meritorious in Box Covering Materials, write Birge for samples or working sheets.

**M. H. BIRGE & SONS CO.**

Niagara, Maryland & 7th Sts.

**BUFFALO, NEW YORK**

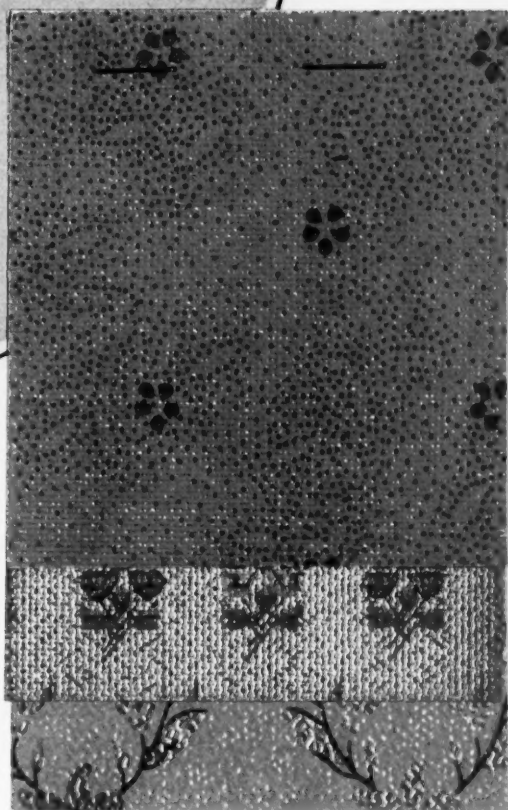
22 East 40th St., New York

360 N. Michigan Ave.

Chicago, Illinois



**BIRGE PRODUCES QUALITY**  
Box Papers      Tissue Papers  
Suedes      Flocks      Floss-Tex  
Printed Cellulose . . . .



amine the contents closely through the glass to see that each tongue, in illustration, reposes alluringly, that each apportionment of jelly is as enticing as possible, that no undesirable or superfluous bit of vein or skin or gristle remains. Thence to the stockroom where, before the goods are sent to the customers, each package is again inspected for defects in container, contents or labels.

Production of chile con carne, requires similar care. The ingredients of that savory are assembled and prepared with almost meticulous attention. Only prime beef chucks, beans and chili sauce are used. The meat is cut into small pieces from which veins, gristle and excess fat are eliminated. Then the meat is chopped fine by machine. Meantime the beans have been soaked in clear cold water which has been twice changed. The beans are then precooked at a temperature of 215 deg. F. And meantime the sauce has been made in kettles. The meat, the beans and the sauce are then assembled and neatly garbed girls weigh each component separately into cans by hand. The excellence of that food really depends upon the relative proportions of its ingredients.

From the table the cans are sent by gravity to the automatic closing machines where the tops are crimped and the containers subjected to that pressure and that extractive process which effects a vacuum. Then the trip to the processing retorts where the cans are sterilized as a protection. There follow the cooling and the washing and the labeling, all by machine. And finally the inspection where the seam and the top (the crimping) of each can is examined by women.

The theme of the rhythm throughout the plant, day in, day out, the year 'round, is Scrub, Scrub, from the vats in the cooling room with its 300,000-lb. capacity to the crimping and the vacuum machines that respectively attend the cans as they whirl by at the rate of 200 an hour. The vats are sterilized with live steam. The cans and the jars and all the other containers are also sterilized and then washed. What foreign matter may remain after these cleansing processes couldn't support a lone bacterium.

Another of the well-known products of Derby Foods is peanut butter which is marketed under the Derby and Peter Pan labels. The care and precision manifest in the manufacture of meats and the like are evident in the output of peanut butter. The pods (it must be remembered that the peanut is not a nut; it is a pea) having been scrupulously selected, are placed in machines that hull, blanch and halve them. The bitter hearts are then abstracted; the "nuts" are then conveyed to tables where defective material is removed. Then by machine the suff, the mere aroma of which engenders an appetite, is crushed. The butter is mechanically placed by fillers into attractive glass containers which then are hermetically capped. The routine of washing and labeling follows.

In passing it should be noted that Derby Foods Incorporated have recently decided that oval glass jars are more attractive and therefore of greater sales value than the circular or cylindrical package. Chile con carne,

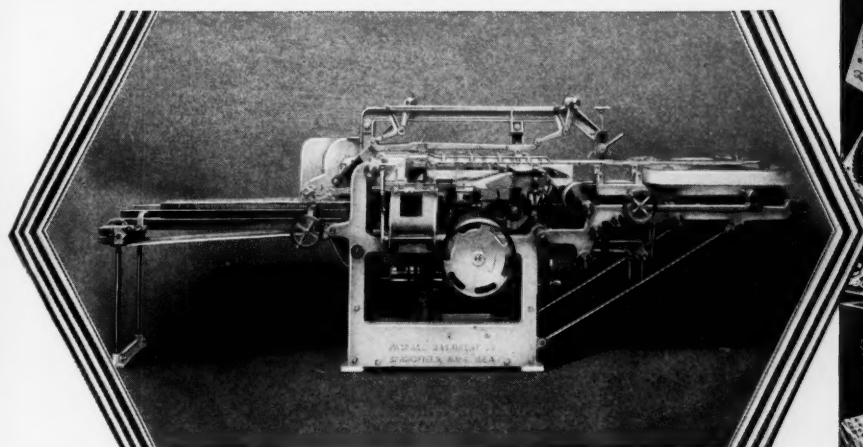
tamales, chicken a la king, chop suey and corned beef hash, as instances, are sold in cans ranging in weight, when full, from eight to twenty ounces. Derby believes that caps which are affixed by vacuum machines are virtually proof against the deterioration of the contents of the container by air, or by any other agent. Therefore the concern uses vacuum-capping machines for all its products excepting pickled goods, that is, pigs' feet, lambs' tongues and tidbits. These goods are sold in glass jars onto which the caps are screwed. The screw-caps are attached by hand and tightened by machine although this procedure does not establish a vacuum in the containers. The life of the contents of the screw-cap packages is said to be six months less than that in relation to vacuum-capped containers.

The quality of Derby Foods is sustained in the test kitchens where specimens of the products of the previous day are tasted and otherwise tested and where experiments are made with new products. In that way the concern marketed eight new "lines" last year: potted meat, Vienna sausage, corned beef hash, tripe and corned beef, sandwich spreads were among them. All meats in glass or tin are guaranteed by the company for one year from date of invoice excepting dried beef which is guaranteed for 90 days. Cans which contain peanut butter are lacquered to aid in the preservation of the contents.

It is a clean story, this of Derby Foods. Much more could be told—and all of it would be clean, and good.



*Striking in its effectiveness and true color reproduction is the new lithographed display for Nestle's hair lotion. It was designed and produced by Brooks & Porter, Inc.*



## ONE machine wraps all these sizes —and more!

★  
**The F-9 Adjustable Wrapping Machine**  
Uses Cellophane, Glassine, Waxed Paper, Printed Wrappers  
★

The well-known manufacturers, whose products are shown here, have found our Flexible F-9 an extremely valuable addition to their packaging equipment.

Wrapping an unusually wide range of sizes, the F-9 is of great service to manufacturers whose products must be marketed in a variety of sizes.

Even if you are at present using only one size package, the Flexible F-9 should interest you. It provides for the possibility of having to change your package size at some future time. With it you can add new sizes to the line, either temporarily or permanently, without additional investment in wrapping machinery. In short, the F-9 gives you greater selling latitude,

and enables you to act faster in any merchandising move that calls for a change in package size.

This extremely versatile machine not only wraps an unusually wide range of sizes, but permits the use of Cellophane, waxed paper or glassine *all on the same machine*. It may also be built to wrap printed paper wrappers exclusively.

### *Bring Your Packaging Problems to Us*

Our machines meet a great variety of packaging needs—economically and with emphasis upon sales values. If you are seeking new economies, or a better selling package, consult us.



**PACKAGE MACHINERY CO., SPRINGFIELD, MASS.**  
NEW YORK CHICAGO LOS ANGELES LONDON: Baker Perkins, Ltd.



# PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

## What's What and Why

(Continued from page 42) in use, appearance and pricing basis, it is obvious the successful sales appeal must depend to a great degree on the attractiveness of the container. In the set-up box field a large variety of color effects and printed designs in box covering papers are available to the designer for the creation of unusual and distinctive packages. Papers with metallic gold and silver effects are becoming more desirable as expressive box coverings. Copper, too, is gaining in popularity as the metallic medium for exceptional backgrounds, and the addition of embossing designs on these papers permit their use in a wide variety of packaging schemes. For instance, the use of hammered gold and hammered copper papers satisfactorily give the effect of a solid metal container being used.

"In selecting these metallic papers, whether plain or embossed, care must be exercised to insure using stocks that have certain desirable characteristics. A gold, silver or copper covered box must not tarnish when exposed to the sunlight in show windows, neither must the metallic particles in the coatings rub off or have a tendency to "pick" in the printing press. The various body-stocks employed must be carefully selected in order to properly reflect the brilliancy of the metallic coatings.

"During the past two years the general trend of packaging requirements has been to consider the cost of the finished container rather than the excellence of the display piece and the result has been, in many instances, unsatisfactory jobs of shoddy workmanship, together with inferior printing on cheap box papers."

"Foil used as a decorative covering for boxes, as well as other types of packages and containers, is rapidly developing into one of the most interesting and practical materials now in use," writes M. S. Ireys of Reynolds Metals Company, Inc. "The improvements and development of foil for this use may be attributed to two causes. First—the improvement of the material itself through the creation of new weights, finishes, colors, and patterns, adding a new element of beauty to foil's brilliant surface. Second—the realization of foil's unlimited possibilities for unusual and beautiful effects, and the working out of exceptional and successful designs by capable package designers.

"The trend of foil for the future is difficult to define. Certainly the excellent work being done in the packaging field and the high calibre of mind that is devoting its time to the logical sales opportunities of package design, are sufficient justification for the conviction that foil will be right in step with the ever increasing column of improved and attractive boxes. New finishes and colors in foil will be available in a short time, which will add new possibilities to the wide range of present material.

"There is, and can be no one use or application of foil that will stand as a pattern by which to fashion future boxes. It is too adaptable to different plans and

ideas for that, and this very adaptability opens wide the doors to new opportunities for its use. Different treatments of design, color, and embossing—worked out through the skill of the designer and box manufacturer—will bring out the flash and brilliance of foil in new ways in the box of the future."

Paul L. Houston of The Marvellum Company tells us that "During a business depression it is perfectly natural that low priced papers should be bought most extensively for covering boxes. However, there now seems to be a change in this respect and higher priced papers of unusual design are in greater demand. The trend is still toward designs of a refined character, small conventional patterns or solid colors. Papers printed in silver seem to sell a little better than those printed in gold. Solid metallic colors of course will always sell, particularly gold and silver. Colored metallics seem to be in good demand at this time. The largest box makers are asking for unusual papers, something new and different from the general class of fancy papers."

"A large user of boxes told me recently that he knew one thing only after twenty-four years of careful study," says Charles Matthias of Matthias Paper Corporation. "That thing was that boxes that sell in largest volume are bright and shiny. By bright, he explained, he meant high colors. By shiny he meant just that, a highly glazed surface. To amplify that statement, he made some guesses on the 'reason why' which are interesting. To wit: a baby is attracted by glitter. When the baby becomes a child, red and glitter are a combination irresistible. After environment and experience have given the child pleasant memories connected with certain colors, a change in choice of favored color may occur. But all are subconsciously attracted by shining objects. Many retain the red preference throughout life. All continue to be attracted by solid masses of basic color, red, blue, green, yellow.

"This line of reasoning would account for the unusual popularity at this time of colored flint glazed papers. The public mind, weary with worry, has evidenced a desire for simplicity and a return to basic fundamentals in its activity. The strong, clean, uncomplicated eye appeal of a package would seem to be a wise goal for package designers and users to strive for."

"Paper boxes reflect the temper of the times," states Nashua Gummed & Coated Paper Company. "This is a day of change, of new ideas as well as of 'new deals.' We want action, color, brilliancy, decision and assertiveness. That is the temper of the people. It is evident in every phase of social, political, and business life.

"The trend in package appearance is in keeping with public sentiment. This is no time for the 'shrinking violet'—for the ultra conservative—for those who hold sacred precedents and customs. In the home, in automobiles, in wearing apparel, in everything which appeals to the buying public, the lavish use of color is dominant. The outstanding feature of present-day packaging trends is in the use of color; not in the barbaric sense

# CRYSTALLON

This attractive box covering is now made at the Riegel Mills in nine colors, and stocked in sheets 20x26 and in 26 in. rolls by leading box cover houses.

*An American made product of*  
**RIEGEL PAPER CORPORATION**

342 Madison Avenue  
New York



SEND FOR  
SAMPLES AND  
NAME OF YOUR  
NEAREST DEALER

# CRYSTALON

This attractive box covering is now made

at the Rice / Mills in nine colors and

stocked in sheets 20x20 and in 20 in.

rolls by leading box cover houses.

RICE PAPER CORPORATION

312 Madison Avenue

New York



NAME OF YOUR  
NEAREST DEALER

# Largest Stock . . . Unexcelled Quality

ALUMINUM COATED METAL PAPERS  
HALF-FINE GOLD AND SILVER PAPERS

Plain and Embossed in Many Designs  
In six weights . . . in rolls and sheets

A few popular grades are  
shown in accompanying sam-  
ples.

Sample Books and Trial Sheets  
mailed on request.

44 S 60

45 S 60

46 S 60

47 S 60

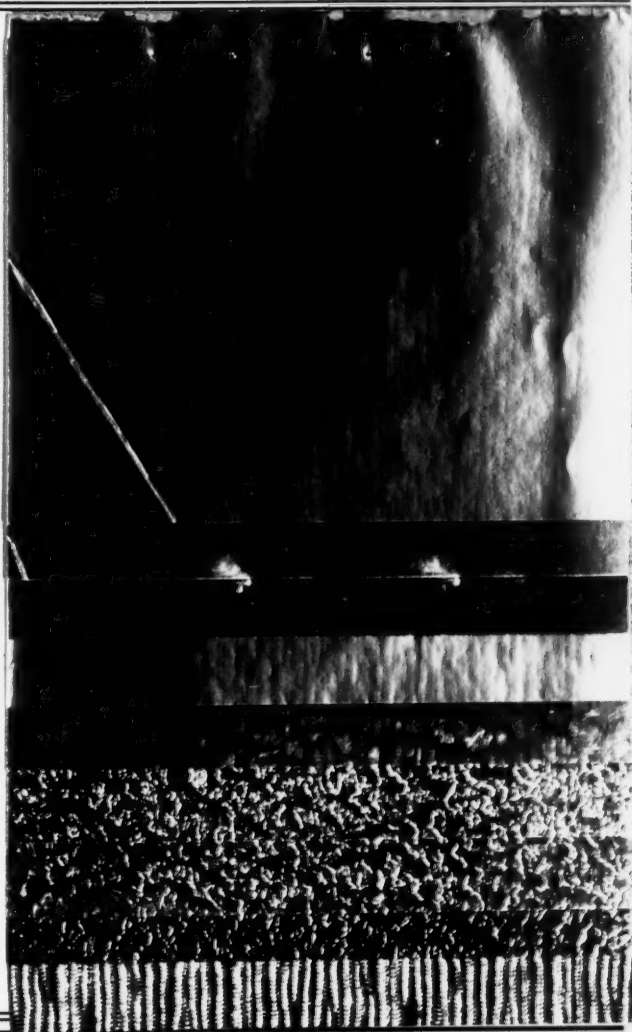
45 Hammered

46 Design 8

43 Pink 8

43 Green 8

19 Design 13



## KARL PAULI CORPORATION

454 BROOME STREET  
NEW YORK CITY

but with good taste discrimination and the daring of youth."

"Our experience and that of a large proportion of our best accounts," writes F. G. Kaiser of Richard M. Krause, "is found in the use of metallic faced paper stocks of a foil substance. The decorative effects are no longer limited to one or two colors but embrace practically the entire color spectrum. Unfortunately, however, the use of this material is confined to the more elaborate and somewhat more expensive type of packaging, by reason of its basic raw material costs and in consequence thereof, does not find a ready market in the cheaper fields that are enjoying mass consumption business.

"Modernity in design, which was looked upon askance when it first appeared shrieking aloud, is having a longer life than even its propagators hoped for, and the combination of black and silver which was thought would be short lived is making itself apparent at every turn with a greater degree of acceptance than gold in combination with other colors formerly enjoyed."

George T. Winne, Jr., of C. R. Whiting Company, Inc., expresses the opinion that, "The trend of coverings for boxes seems to be definitely moving to the small delicate design. Last year the plain coverings were popular and generously used. Plaids, checks, small circles and metallic papers seem to be in demand for fall use among the national advertisers who market their products especially in set-up boxes. Pastel shades seem to dominate in prints. While the highly decorated box does not seem to be much in vogue, it does seem necessary to add some decoration to the paper.

"Some manufacturers of commodities that are marketed in boxes have materially reduced the cost of their package, but those who have continued to use a high-grade package have found that their sales have stood up to their expectations.

"There are one or two industries who will go into the packaging field this year who have not previously marketed their commodities in this manner. They are laying a great deal of stress on the covering of the package, and with attractive papers being offered at remarkably low prices, it is evident that at small cost a commodity can be most attractively merchandised."

States J. N. Hazen, Hazen Paper Company, "For the high grade cosmetics, etc., the very high gloss lacquer coated continues to be favored. For candy boxes of the higher class, rough embossed, fairly strong colors with raised gold, silver or white effects—also flints decorated in small neat patterns with silver or white. In the less expensive papers, two-toned embossings in varied designs are popular."

L. R. Cramblet of Whiting-Patterson Company, Inc., says, "We feel that while there are quite a number of set-up boxes still being covered with plain coverings, that the trend is definitely and gradually toward fancier papers—papers with small neat designs printed both in colors and in metallic inks. This also applies to the use

of foils, and we feel that decorated foils with neat patterns will be desirable for box coverings in the near future.

"The fancy papers with small patterns seem most desirable where they retain more or less of a high finish, although we have noticed recently a trend toward the dull coated and mat finish papers as well. As to design, there seems to be quite a demand at the present time for plaids and checks and polka dots."

Louis Schulman, of Louis Schulman Company, writes as follows: "We find that at the present time a complete cycle has ended, and that we are back again to the papers used between 1905 and 1910. The demand for papers such as we have known them for the last 5 years, that is to say, the highly multi-colored, loud and large designs are completely being overshadowed by high finished papers in one color with the taste running towards tints, and as far as designs are concerned single colored prints on same in gold and silver and one and two colors the most.

"We have found that the use of transparent cellulose has created the demand for papers with as high a finish, and has at the same time, through the ability to display the merchandise itself, cut deeply into the use of fancy papers, for the simple reason that where before fancy papers were used as an 'eye appeal,' the merchandise itself is now being displayed for this purpose and naturally possesses a great magnetism. These plainer papers are used so as not to detract from the merchandise itself which is being displayed and is used rather as a 'frame' for the same than as a 'sales appeal.' We believe that as time goes on more elaborate papers will again come to the front."

Hughes and Hoffman offer the opinion that "The trend in box covering papers is toward pastel shades; in the higher finished papers with a small decoration, where the pastel shades cannot be used, a combination of black and silver or most any color, with a silver and gold overlay pattern. There, also, seems to be some demand for plaid designs, which today are treated most effectively."

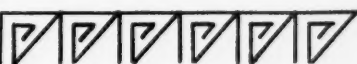
Charles F. Heaphy of the Holyoke Paper Corporation writes that "The trend has rapidly been getting to a point where consumers are looking for definite values and practical papers, rather than apparent values. They still want to put out attractive packages and are more anxious than ever that their packages be well identified."

"Following a period in which price was the main factor," states W. W. Langtry, District of Columbia Paper Manufacturing Company, "we now notice a decided trend to better grades, not the fancy papers, but those that might be called in the medium price field. Not so long ago, there were many calls for tints, but in the past few months there have been calls for bright colors. Papers with a harmonizing decoration have also been in demand."

"As I think of packaging, I believe I am most impressed by the tremendously valuable 'point of purchase'

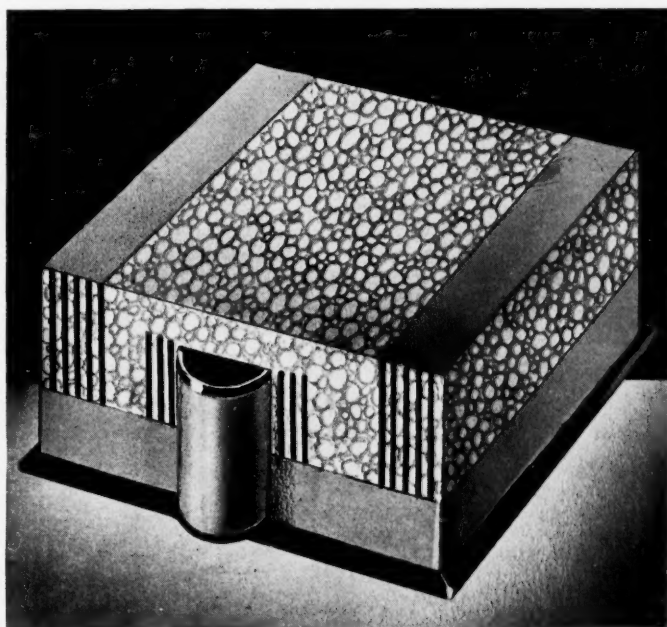
# Distinctive Modern

# MODES



**T**HE day of the hum-drum, stereotyped, uninteresting package is past. It takes novel, innovative boxes to arouse the consumers interest and influence their decision in favor of your package.

No matter what your product may be, we can create a box for it that will give it distinction and individuality. May we submit some novel ideas for presenting your product? A discussion of your packaging need will incur no obligation.



**YOUNG BROTHERS, INC.**  
**PROVIDENCE, R. I.**

**Makers of Paper Boxes for over Fifty Years**

advertising which intelligently planned, well designed, and properly executed packaging gives a product," writes George M. Porges, of the Kaumagraph Company. "When a man or woman actually goes into a store, the mood for purchase is ever so much more pronounced than at other times. Good merchandise attractively displayed, beautifully and intelligently packaged, whets the appetite, as it were. I can conceive of no greater single impetus to consumer sales.

"But in considering packages it should be remembered that their quality must be in keeping with the quality of the merchandise they contain. No matter how well planned and designed, the potentially perfect package can be ruined by 'chiselling' in production costs. Now should be an era of trading up—and it applies to the container just as much as to the article contained."

"Advertising is letting your business light shine. When a box label, wrap or covering is designed it must be such as to make the package shine out above all other packages on the dealer's shelf or counter," states E. K. Kresy of Consolidated Lithographing Corporation.

"To accomplish this feat one must realize that the tastes of the people change, conditions change. Years ago the proper design was a multiplicity of color and very gaudy illustrations, whereas today the trend is towards simplicity of design and economy in color. There seems to be a great demand for uses of gold and silver bronzes in designing box wraps and also a demand for embossing. The reason for the uses of bronze, silver and embossing seems to be the result of practical sales experience which shows that the use of these elements adds richness to the package, makes the advertising light shine stronger and just as light attracts likewise the package so designed."

"A good product will sell in good times in spite of the package," writes Kenneth Gebbie of Wood, Nathan & Virkus Company, Inc., manufacturer of processing machines for raised printing. "but in times like the present, where competition is keen and buying curtailed, it is essential that the original contact with the customer, if formed through the buyers seeing the article displayed, must be more than favorable."

### Package Identification and Protection

(Continued from page 34) bill was introduced. It died of neglect, and the enforcement officials have since held their peace, albeit making no secret of their belief that advertising statements should be forcefully brought down to the earth of label description.

Now comes a new directorate at the Agricultural Department, with its new broom, and an assistant secretary who has aspirations for an advertising censorship more comprehensive than the old-time idealists had hoped for. From the very nature of things, an advertising censorship, today, will have to be very different from what it would have been a generation ago. Radio broadcast advertising and advertising motion picture

## Significant-- in 1933!

# OUR New Building Exclusively for Making CELLULOSE ADHESIVES

WHAT better proof that MIKAH GUMS *really do the work*—on Cellophane, Kodapak, Sylphrap, Protectoid and Transpara?

America's leading packagers know! We *had* to expand our production facilities—to meet their needs!

*There's a MIKAH Gum or Cement that will eliminate guess-work and headaches on YOUR cellulose wrapping problem!*

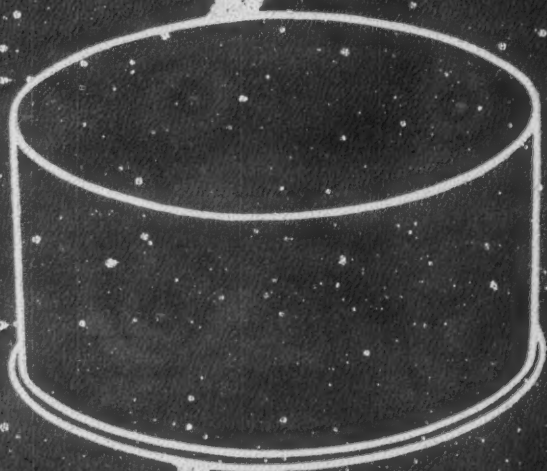


## NATIONAL ADHESIVES Corporation

New York: 820 Greenwich St. Chicago: 1940 Carroll Ave. San Francisco: 883 Bryant St.  
—and other principal cities

WORLD'S LARGEST PRODUCER  
OF ADHESIVES

Simplicity



Constellation  
Papers

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# Constellation Papers

The new trend in box papers in eleven soft colors and black:—

Sky Blue

Nile Green

Orange

Pink

Powder Blue

Green

Buff

Grey

Red

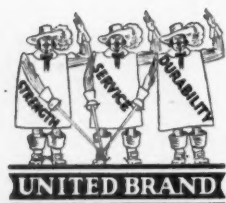
Lavender

Deep Blue

Black

Simple in design and delicate in shade—Constellation Papers are the choice of manufacturers who wish to present their products in the most appealing and effective style of box covering.

Sample book and sheets sent on request.



THE UNITED MFG., CO.  
Springfield, Massachusetts

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films and slides have come on the scene. But, even aside from this expansion, the new model of censorship statute is revolutionary in that it proposes to make advertising agencies jointly responsible with advertisers for detached copy that jumps the package-limits.

### What's In It For Packages?

What is probably of the most real concern to packagers, in this scheme to compel collateral advertising to slow down to package-step, is not the technical application of new rules to advertising but the ultimate influence upon packaging practice. Specialists who have been consulted for the purposes of this report theorize that, if newspaper, magazine and direct-mail advertising is compelled to take its cue from package text it will logically follow that the package entity,—that is to say the reproduction of the package,—will take a much more prominent place in advertising.

Translating this persuasion into practical terms the experts predict that, under advertising censorship, pictures of actual packages should be used more extensively in display advertising. Reversing the same logic they venture the guess that, for all the present trends to simplicity in package design, advertising censorship will beget more descriptive matter on food and drug packages. The reasoning here runs that if a marketer finds that he cannot say anything more in his inciting advertising than he can say on his package, his impulse will

be to have his full say, or more nearly his full say, on the package, thereby getting some "circulation" that he would not get via collateral advertising and, at the same time, accomplishing the reiteration which is the essence of advertising strategy. Yet one other to-be-expected consequence of Federal censorship of advertising would be the drawing together of the several species of copy dealing with packaged products designed to be sold locally or within a single state. It is and should continue to be easy enough to placard packages with an eye only to the requirements of the marketer's home State, when he intends to restrict distribution to that area. But periodical and newspaper advertising is almost certain to pass in interstate commerce, which would perhaps allow Uncle Sam to scrutinize the advertising. Anyway, the general effect of Government-made advertising morals must be to evangelize a single standard for packaging, advertising and selling.

### Display Containers Already Under Discipline

While we are on the subject of censorship under the U. S. Food and Drugs Act—the so-called "Pure Food" law—it is worth reporting that recent events have brought out the fact that Uncle Sam is even now exercising one form of supervision of which he has not been generally suspected, viz, a scrutiny of the statements on display containers and similar showoff carriers for unit packages. The formula for the extension of

*Small Bottles, too, can be  
stapled to display cards  
with*

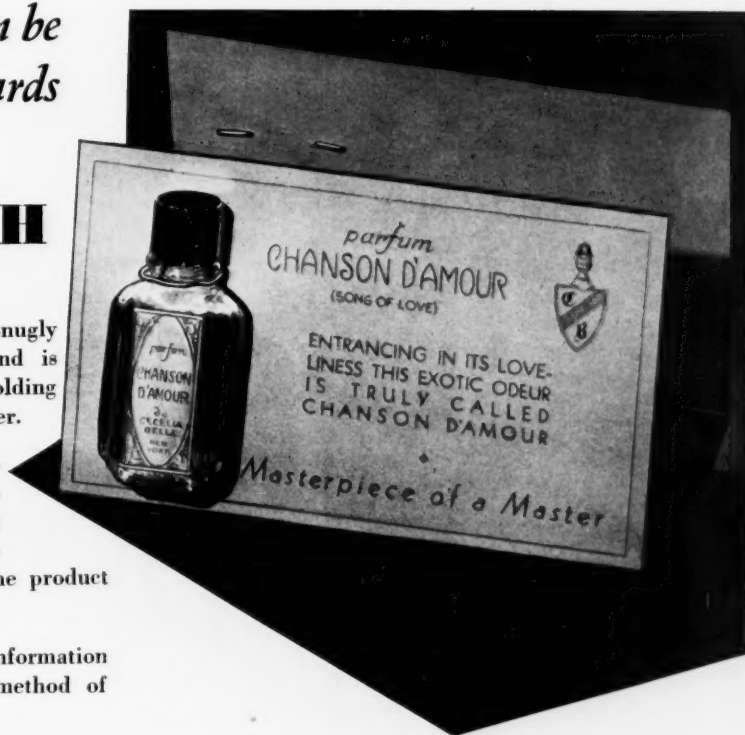
## BOSTITCH

THE MODERN METHOD  
OF FASTENING

Note how the Bostitch staple fits snugly around the neck of the bottle and is clinched on the back of the card, holding the card and bottle securely together.

Bostitch fastening on attractive display cards makes possible the effective presentation of small products in retail stores. It enables you to tie your sales message directly to the product and invariably increases sales.

Mail the coupon below for full information regarding this simple, economical method of fastening.



Bostitch Sales Company, East Greenwich, R. I.

M.P.—5-33

Please send me free copy of "Guarding Against Profit Thieves."

Name \_\_\_\_\_

Address \_\_\_\_\_

## INTRODUCING Doc. Steelstrap



### Hello Folks

I'm glad to know you. I'm a packing and shipping specialist—a doctor of shipping. I guarantee a cure in all cases of Damage-itis, Pilfer-itis, High Cost-itis, or practically any other shipping ailment. I advise Acme Steelstrap tonic for broken sides, fractured heads and bottoms—and general disabilities due to indulgence in irregular packing habits.

I have had 53 years of experience in this business of keeping shipping containers strong and healthy, and my clients number thousands. My famous cost reducing treatment has helped to keep many a manufacturer from going to bed with an awful sick headache.

My Strapbook, written by myself, tells about cures I have made, explains my methods, and shows my modern equipment and Laboratory.

I'll be very glad to send you a copy, without the slightest obligation. Write for it today.

DOC STEELSTRAP

180  
**ACME STEEL COMPANY**  
General Offices: 2841 Archer Avenue, Chicago, ILL. **SAVE STEEL** Branches and Sales Offices in Principal Cities

official authority is simplicity itself. The Department holds that if a display container conveys or accompanies the goods in interstate commerce, it is, perforce, a receptacle and anything and everything printed on the display carton becomes, automatically, subject to the prohibitions of "misbranding" laid upon labels or unit containers. In short, here we have already in full force an advertising censorship applicable to display material—an argument for watchfulness to make sure that advertising statements shall keep in key with package statements.

For the time being, there is ample opportunity for the packer to dodge the existing censorship of display cartons if he does not relish this attention from Uncle Sam. As matters now stand, the U. S. Food and Drug Administration claims jurisdiction over statements upon display cartons, display boards, etc., only when these display devices *actually accompany the product in interstate or foreign commerce*. If the easels, stands, racks, pedestals, or what not are shipped separately from the unit packages they glorify—even though they may eventually be used in connection with the sale of the goods—the Department will keep hands off. Only the display structure that "bears its pack" may be caught.

### Ten-Cent Package is Slipping

It will surprise some participants in packaging to learn that the popularity of the 10-cent package is on the wane in any line or in any market. A slump in popularity on the part of the dime number is, however, reported to MODERN PACKAGING, Wroe Alderson, the sectional chief in the U. S. Merchandising Research Division who directed Uncle Sam's recent study of packages in drug stores. In this appraisal of the 10-cent package as a style that is on the way out, Chief Alderson is, of course, dealing with the drug store field. He does not undertake to say what is happening to the 10-cent package in other environment—say in the variety stores. But he speaks with all the authority of his exceptional facilities for observation of the thousands of different packages stocked in the modern drug store.

Director Alderson's discoveries regarding the passing of the small package were disclosed when he was asked, on behalf of MODERN PACKAGING, whether the drug field reflected anything of the drift to larger packages that has been reported in some grocery store lines—for example, soap chips. His reply was: "I do not believe that there is any noticeable trend toward larger packages in the drug field at the present time except so far as there is a tendency to abandon the 10-cent sizes which have had a brief and rather troubled existence in drug stores during the last three or four years."

The Federal expert on packaging was asked also regarding the accuracy of the current gossip to the effect that there is a noticeable increase among retail druggists of the practice of packaging, or repacking, from bulk, well-known home remedies, such as castor oil, epsom salts, etc., which are purchased in quantity by the druggist. No evidence has come to Director Alderson and

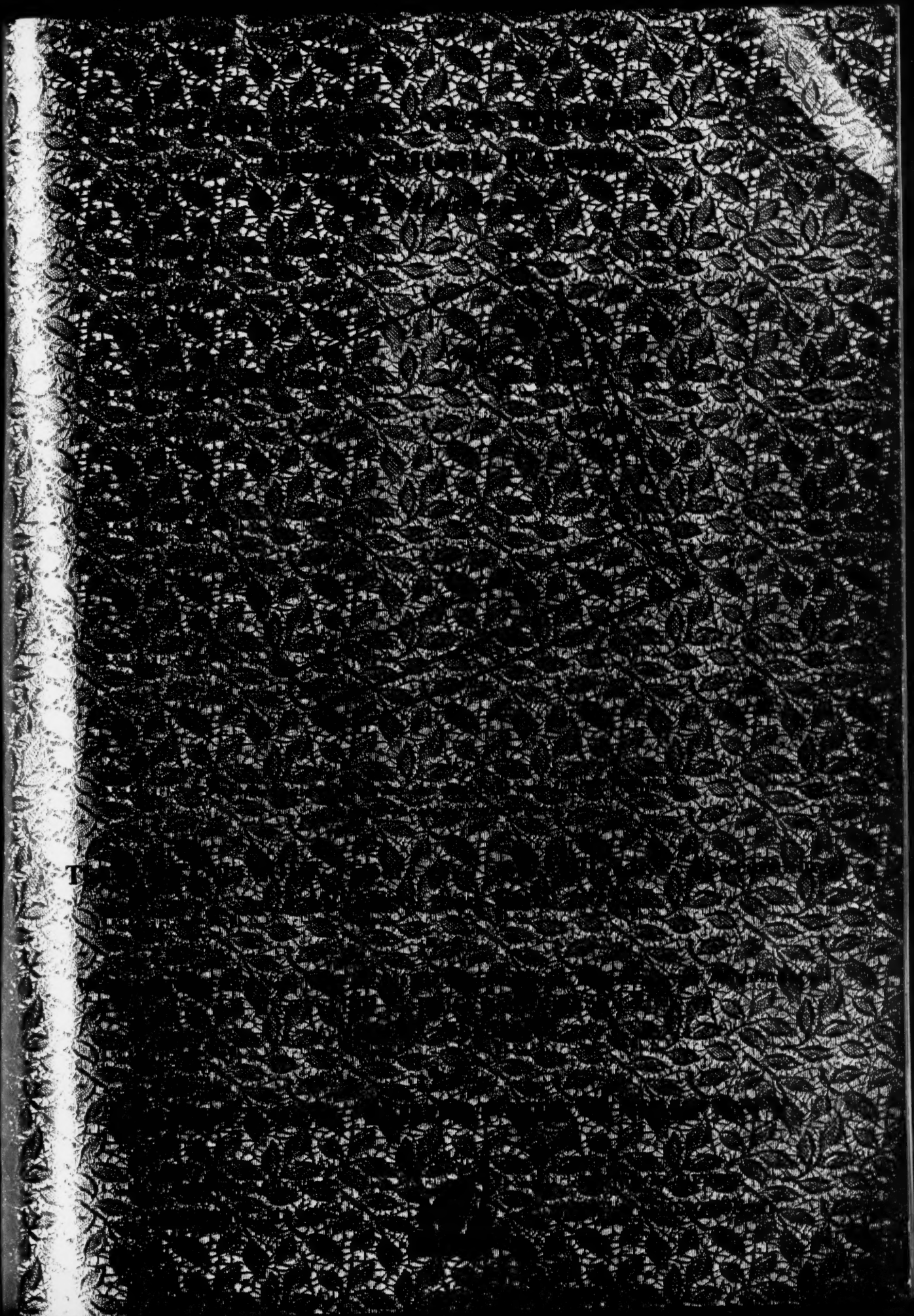
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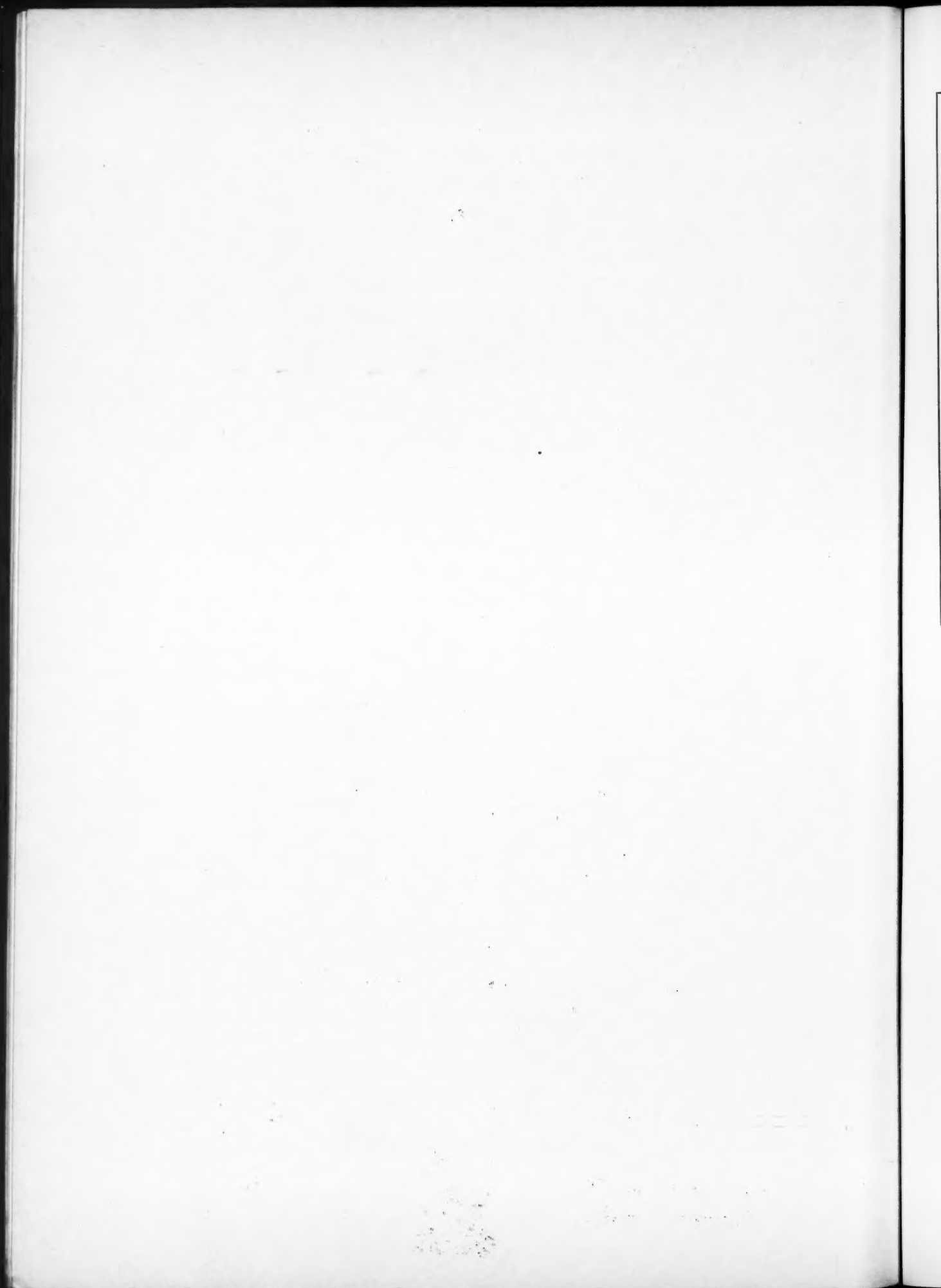
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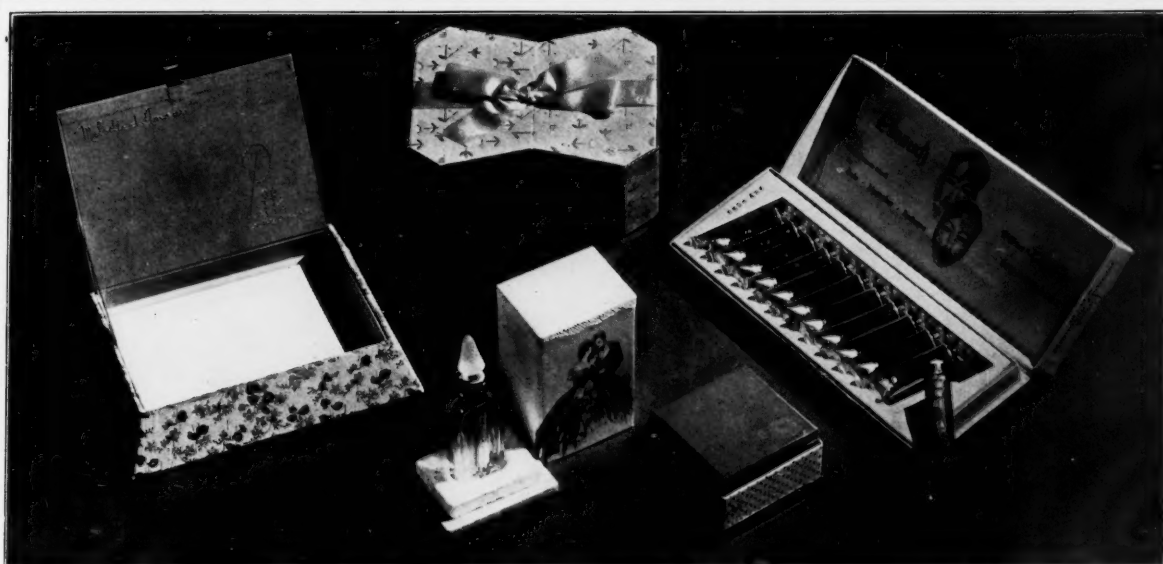
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**W**HATEVER type of fancy paper box you require—whether machine-made or hand-made—we can create a package for your product that will give it the necessary prominence and display value to stimulate its sale.

Phone or write us and a representative will call to discuss your packaging needs—without obligation.

**A. DORFMAN CO., Inc. • 57 West 19th St., New York**

**Beer**  
**Flows Again in the Bierstube**  
 PRIMA SPECIAL BREW IS SERVED  
 IN THE BIERSTUBE (ROOM) & ALL OTHER  
 DINING ROOMS & COFFEE SHOP  
 "Entertainment"  
**BISMARCK**  
**HOTEL**  
 CHICAGO  
 RANDOLPH AT LA SALLE

**KNOWN FOR GOOD FOOD**

## "FILMA-SEAL"

(the double seal of cap and film)

**Airtight . . .  
 Leakproof . . .  
 Tamperproof .**

A transparent film sealed  
 to top of container

Plus our continuous  
 thread screw cap

Film must be removed  
 to reach contents

Used with standard  
 C. T. bottles and jars

Automatic application . . .  
 no decrease in output

Adapted to large scale  
 production

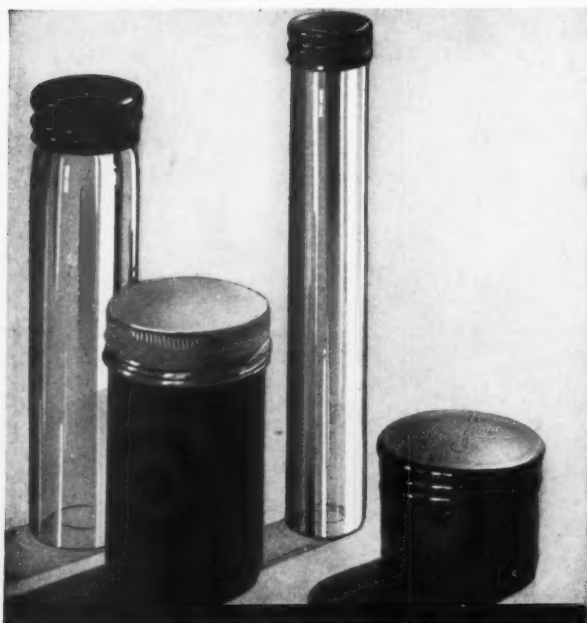
One of our films will  
 serve your purpose



**FERDINAND GUTMANN & CO.**

Bush Terminal No. 19 • Brooklyn, N. Y.

SANISEAL METAL MILK CAPS . . . DISTILLED WATER CAPS  
 CROWN CORKS  
 CONTINUOUS THREAD CAPS . . . SPECIAL PURPOSE CAPS



## Rough Handling Doesn't Hurt Them!

Breakage losses are reduced to a minimum when products are packaged in Lusteroid Containers. Being non-fragile, exceptionally strong and resilient—the use of these containers assures the delivery of products in perfect condition to the distributor and retailer.

This is only one of the many advantages of

### LUSTEROID CONTAINERS

which are resulting in their adoption by an increasing number of manufacturers of varied products—powders, tablets, pills, pastes, cosmetics, etc.

These containers are made in many vivid colors as well as pastel shades, with designs, trade-names, etc., lithographed directly on the container.

Write for full particulars and samples suitable for your product.

**LUSTEROID  
CONTAINER COMPANY, INC.**  
Formerly Lusteroid Division of The  
SILCOCKS-MILLER COMPANY  
10 PARKER AVENUE, WEST  
SOUTH ORANGE NEW JERSEY

his staff that there has been any increase in this species of repackaging at retail drug outlets. He remarked that, according to the latest figures compiled by his organization "this type of package business amounts to about 4 per cent of the total sales in the typical independent drug store."

### Packaging in the Government Shake-Up

A number of individual inquirers have asked how the cause of packaging research and experiment will fare in the drastic curtailment and reorganization of the Government departments. It is a little early to answer the question comprehensively, since time will be required to demonstrate how many, and which of his activities Uncle Sam can dispense with for the sake of balancing the budget. Generally speaking the chances are that the net loss to packagedom will not be very serious. But there will be a realignment which will shift some package-contacting institutions to new environment. For example, the reassignment of the Forest Service, which latter, via its Forest Products Laboratory at Madison, Wis., garners no end of valuable technical information for the wooden package industry.

In the Bureau of Foreign and Domestic Commerce, where the economist's axe has been wielded, one of the divisions to continue is the Domestic Commerce unit, which has lately been the most active agency of the Government in gathering at first hand, original information on packaging. Not forgetting, either, its marketing studies—as, for example, the annual examination of confectionery distribution, which, incidentally, breaks down and analyzes the distribution of packaged confectionery. Reorganization mortality must, however, affect the status of the packing section of the Transportation Division, as heretofore constituted.

Without in any way belittling the informative work of this clearing house it is only fair to the packaging community to point out that this subsection of the Commerce Department has dealt almost entirely with packing as distinct from packaging and with shipping containers rather than with consumer-packages for retail distribution. The packing section has published, over a period of years, a valuable series of handbooks dealing, severally, with the various classes or types of containers used in commerce. But, for the most part, the routine of this section has concerned itself with formulas for the internal and external packing of lines or products. And the primary consideration always has been the securance of information on the best methods of packing shipments for export.

Representations have already been made at Washington designed to preserve, from the administrative earthquake at the National Bureau of Standards, the missionary role of the Division of Simplified Practice in bringing about cooperative movements in trade for the "simplification" of containers by elimination of off-sizes, slow-moving numbers, etc. This Division of Simplified Practice, which has now to fight for its natural life, was

# Meeting the Demand for Economy!

## CONTAINERS BY CROSS



Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various food products.

Let us help to make your package a sales builder.

**CROSS**  
PAPER PRODUCTS CO.  
THIRD AVE. and 140th ST.  
NEW YORK, N. Y.



### WHEELING STAMPING COMPANY

Factory: Wheeling, W. Va.  
B. E. Stover, Sales Manager

Representative: Geo. K. Diller  
90 W. B'way, New York

## Sealing

### MOISTUREPROOF TRANSPARENT CELLULOSE

is no longer a problem for manufacturers using our perfected adhesive formulas. Excellent results secured with all methods of application. Reasonably priced, too. Write for samples.

We can also supply standard formulas to cover all general requirements. Put your adhesive problems up to our experts.

**UNION PASTE CO.**  
**MEDFORD . . . . MASS.**



# TRIPLE SALES PUNCH



1. Self Service



2. Fresh Stock by Rotation

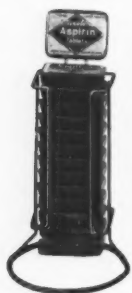


3. Display

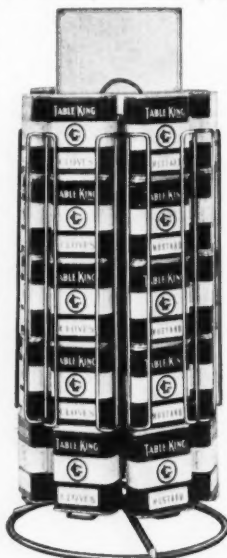
Sloping shelf package display provides space for extra stock. A new package slips into place automatically at each sale. Customers may serve themselves. The same principle available in other styles and sizes.

## Put it to work for your product

A triple principle is designed into many Union Display Racks. Notice how, in each example shown here, the rack carries a reserve stock that slips into place when each displayed package is taken out—by the clerk or by the customer, it's so easy. The first package is sold first the last package last by the rotation principle. These racks apply a three-fold push to sales of package goods. They are made in many models for your selection. Send for full description.



Small package display that holds packages neatly and attractively. Bottom package projects out to invite customer to take one. Empty package may be permanently attached to the top of the rack, or a sign and price tag holder may be provided. Very inexpensive, attractive, and practical display for small packages.



Small package assortment displayed on a revolving rack. Customer can serve himself, oldest stock is sold first, packages remain neatly arranged, stock can be taken quickly, and requires small amount of counter space. This rack can be made to hold any small package assortment.

Write to  
UNION STEEL PRODUCTS CO.  
521 Berrien St., Albion, Mich.

# UNION

collapsible wire  
DISPLAY RACKS

the go-between which brought about the concerted actions in the trades for standard coffee cartons, mayonnaise jars, safety razor blade boxes, etc., etc. The latest efforts of this official "package conciliator" have been directed to the negotiation, among the tradesmen affected, of treaties to drop superfluous styles and sizes and thereby simplify butter cartons and packages for extracted honey.

## Alien Packages Defy Our Code

It is most unfortunate that, just when American packagers are making gratifying progress in voluntarily setting their house in order in respect to full-capacity packaging, public confidence should be again disturbed by the influx from abroad of particularly flagrant slacker packages. As our readers doubtless know, the agitation, in Congress, for a slack-filled container and deceptive package bill has not entirely died out. Indeed, the crusaders against skimp-packaging are so zealous that they have not yet agreed even to accept the amendment desired by the package industries which would exempt irregularly-shaped, ornamental, and decorative containers such as are employed for gift packages, "after use" containers, etc.

For all the determination of the die-hards, there had been latterly a distinct lapse of the drive in Congress for a law against the slack pack. All because of the fine spirit of accommodation shown by American packagers. Leading groups have undertaken, on their own initiative, to remove all cause for consumer resentment or suspicion, by the adoption of codes of ethics calling for the sternest integrity in portioning goods to the full capacity of each package. Illustrative of this self-policing at its best has been the action of the spice trade concentrating on certain approved sizes of containers and adhering rigidly to prescribed "tolerances."

Threatening to undo the good work of American packagers, certain foreign packagers have lately exceeded all previous bounds in their manipulation of packages. A typical example of the excesses is seen in the performances of a firm in Finland which has been sending us process cheese packed in round boxes having false bottoms. This short-changer started with an 8-ounce box, legitimately carrying 8 oz. of cheese. Later, he reduced the cheese quantity to 6 oz., adding a false bottom to conceal the slack. Finally, emboldened by his success, he has cut the cheese content to 3 oz., still using the 8-oz. box. The result of this and similar tricks in import packages has been to revive the old propaganda for a slack-filled container law, and the end is not yet.

As illustrative of the public-spirited attitude of American industry on this issue I wish to quote an expression recently given for MODERN PACKAGING by the secretary of the American Spice Trade Association. Said he: "It has always been the purpose of this Association to encourage, in every manner possible, the enactment of legislation to standardize containers so that the public will be informed as to the amount of spice it secures for

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From the cradle up, beauty and propriety are appreciated in box covering papers.

Gifts and toys in boxes dressed up with this or one of our other kiddie patterns are in the best taste.

The appeal of design and color will stimulate your business and bring you many repeat orders.

*Our sample service is very comprehensive  
and free - use it often.*



ROYAL CARD & PAPER CO.

*Manufacturers of Decorative Papers*

ELEVENTH AVENUE & 25th STREET, NEW YORK, N. Y.

THIS SAMPLE IS PATTERN NO. 295 BLUE. ALSO AVAILABLE ON WHITE AND PINK BACKGROUNDS

# CIN-MADE CONTAINERS



Makers of various drugs, chemicals, cosmetics, food products, etc., use CIN-MADE cylindrical fibre canisters for packaging all kinds of dry products. From a wide variety of styles, sizes and colors there is a CIN-MADE container to meet every individual requirement. A large stock of all standard sizes is always carried in stock enabling us to offer 24 hours' service on rush orders. Prompt service on special sizes. Samples and prices on request.

### A FEW CIN-MADE STARS

1. Special holder for para blocks.
2. Standard single holder for para blocks.
3. Pilfer proof container for mailing or packaging.
4. Revolving nickeloid sifter cover.
5. Aluminum pour-out spout type.
6. Non-neck style—semi-perforated screw cap.
7. Tin slip-on cover—semi-perforated.

**THE CIN-MADE CORPORATION** (FORMERLY THE CINCINNATI MAILING DEVICE CO.)  
297 EGGLESTON AVE. - Representatives in Principal Cities - CINCINNATI, OHIO

ON MY WAY TO  
NEW YORK AND  
THE PICCADILLY



... best hotel I know!  
Near everything, just  
200 feet from Broad-  
way. Modern, hospita-  
ble, and comfortable.  
Like the Manager,  
like the rates—\$2.50  
single, \$3.50 double,  
for a room with bath!

**THE HOTEL -  
PICCADILLY**  
45th St. • W. of Broadway • New York  
WILLIAM MADLUNG,  
Mng. Dir.

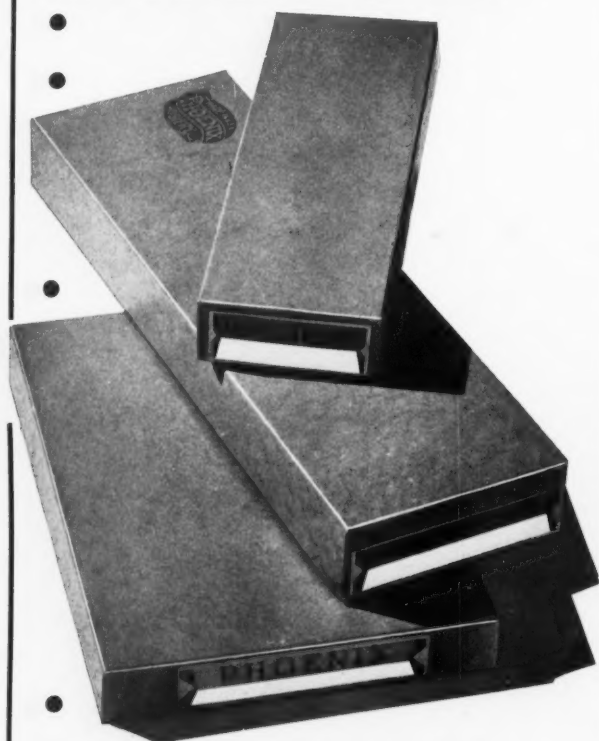


MOLDED CONTAINERS offer wonderful sales-building advantages for packaging cosmetics, confections, food products, jewelry, novelties, etc. They are light, strong, clean and sanitary. Their rich, warm colors have instant eye-appeal and invite favorable attention to the product enclosed. The use of a well designed molded container may prove of assistance to you in increasing the sale of your product.

Our merchandising, design and engineering departments will cooperate with you on your packaging problems, upon request.

**CHICAGO MOLDED PRODUCTS CORP.**  
2142 WALNUT STREET CHICAGO, ILL.

# McDONALD AUTOMATIC LABELERS



## • were selected to label these boxes for these conclusive reasons:

- They place the label with uniform accuracy, exactly on the spot desired—
- They gum the label all over, leaving no spot which does not adhere to the package—
- They stretch and smooth the label, permitting no wrinkles, nor bubbles, and no excess of gum.
- They can be adjusted in a few minutes for change to a different size package.

A labeled package achieves distinction which a printed wrapper can never give it. Applied the McDonald way, labeling costs little or no more, yet adds materially to the sales appeal of the package. Get all the facts—without obligation, consult us on your labeling problem. Write today for the bulletin.

**McDONALD ENGINEERING CORP.**  
**220 VARET ST. BROOKLYN, N. Y.**

LOS ANGELES  
443 So. San Pedro St.

CHICAGO  
222 W. Adams St.

a given amount of money. Only a few concerns have put out large containers partially filled. This is objectionable, as the cans are sealed and there is no way the purchaser can judge regarding the quantity of contents. The contents are marked on the can but the housewife generally does not look for this marking but buys by the size of the can. Our association is in favor of the National Slack-Filled Package Bill."

## Stimulating Sales With Paper Boxes

(Continued from page 33) preference. Despite the unprecedented demand for cheap containers, the set-up box has retained its popularity and the buying public as well as the manufacturers of many classes of merchandise realize there is no substitute for the set-up paper box."

"Buyers of boxes," writes Ralph L. Harden of Mason Box Company, "are constantly demanding 'something new.' This may be something new in either design or color. Shape is more or less limited by mechanical equipment but a wide range can be covered by color and decoration."

James B. Richardson, art director, W. C. Ritchie & Co., submits the following: "The appreciation of large scale patterned papers is apparently fading in the distance. When confronted with problems requiring an all-over decoration, the designer prefers generally to design the pattern himself. Papers of a small all-over design are often used to expedite matters when a 'squeeze play' is necessary."

"Expressive design motifs and color harmonies are receiving greater recognition. Stylists are endeavoring to create designs which not only express the class of product encased, but will be applicable to other uses when the contents are consumed. This particular property is consistent with the set-up box. It likewise increases the salability of the product."

"The set-up box for counter display will undoubtedly receive greater prominence in the near future than it does at the present time. Containers for half dozen or dozen lots of the smaller box will be designed to protect the contents in shipping and to be used on the counter to finally display them. This development will decrease additional costs of separate display boxes and increase the desirability of set-up boxes."

"The use of the round box for cosmetics is steadily increasing. Such containers adapt themselves to the economy of production—an essential consideration—and to the function which they perform. This type is more desirable for face powders than rectangular boxes due to the elimination of inconvenient corners."

"Because of keener competition, especially in the cosmetic line, manufacturers find it necessary to raise the standard of their products and at the same time package them in attractive cases. This means that hand-made boxes are being replaced by the more economical machine-made box, and in turn bringing about new machinery which will turn out boxes that compare very favor-

# Outstanding Ideas in Modern Box Design!

**T**HIS versatile organization . . . **HATCH** of Lowell . . . has to its credit a long list of successes as the originators of distinctive and attractive designs for the *Drug and Cosmetic trade*.

Our talented Designers take their work seriously. The ordinary will not do. It must be *unusual* . . . and no effort is spared to make it so. This expert service is yours!

The C. F. **HATCH** Company  
Lowell, Massachusetts



Devoted exclusively to the production of Fancy Boxes, this modernly equipped plant is one of the largest and most progressive in the country.

**\$2**  
**VISIT ATLANTIC CITY**  
**100 Daily**  
WITH 3 FINE MEALS

*The* **MADISON**  
from \$30 WEEKLY

*The* **JEFFERSON**  
from \$25 WEEKLY

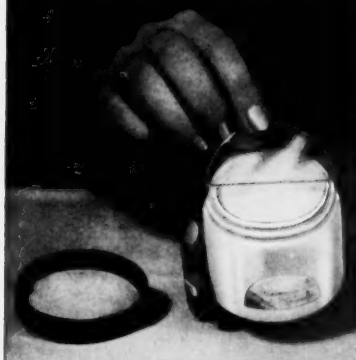
*The* **MONTICELLO**  
from \$17<sup>50</sup> WEEKLY

OWNERSHIP MANAGEMENT  
FOR BOOKLETS & INFORMATION

**FETTER & HOLLINGER**  
ATLANTIC CITY, NEW JERSEY

## "FILMA-SEAL"

(the double seal of cap and film)



Used on Many Nationally Known Products

### TO PREVENT

#### Evaporation - Leakage - Tampering

We insert "Filma-Seal" in our Continuous Thread Caps. It is automatically transferred to the top of the Glass or Tin container when cap is applied.

No additional labor cost  
No decrease in output

**FERDINAND GUTMANN & CO.**

Established 1890

39th Street at Second Ave., Brooklyn, N. Y.

Trade Marks Reg. - Patents Pending

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## HYCOLOID is 5 times lighter than glass



*Think of it:* The combined weight of 5 Hycoloid jars totals that of 1 glass jar of the same size.

Many manufacturers of drugs and cosmetics have appreciated the effect of this great difference in weight in lowering their shipping charges, and—as a result—are now using Hycoloid containers.

Hycoloid containers are featherweight. They're unbreakable. They're either transparent or opaque. And they come in 10 different colors.

Our Special Design Department will be glad to consult with you in regard to the most suitable Hycoloid container—tubes, jars or vials—for your product or group of products. Just send us a sample and we'll show you what we can do.

**HYGIENIC TUBE & CONTAINER CO.**  
46 AVENUE L NEWARK, N. J.



ably in design and craftsmanship with the hand-made box."

Everett W. King of The Lorscheider-Schang Company, Inc., tell us that "In certain fields, notably the fields that have not employed boxes, we see a definite interest in packaging that did not exist before; in other fields the trend is for simpler packaging. As to box coverings, the trend has continued away from 'all-over' designs, Santa Clauses and Easter Bunnies, and the desire is rightfully for applied design which has appeal and reason. Special finishes or textures on covering papers are given more consideration than fancy colored designs. We believe these trends are in the right direction and, strangely enough, they also approach good taste."

With particular reference to hand-made boxes, decorative boxes and displays, Milton Weill of Arrow Manufacturing Company, Inc., writes: "It seems to me that the trend is today in the production of novelty appeals which add the element of newness and distinctiveness to the product that is being sold. Stunts seem to be having a vogue. Probably this is a direct reflection of general business conditions. When business needs stimulation the natural tendency is to think in terms of uniqueness rather than in terms of conservative patterns.

"It is natural to assume, therefore, that all factors in the make up of a box should follow this general trend. Papers, colors, types of materials, must all follow suit. The difficulty with the price element, of course, is more important today than ever before, so that the element of novelty must be one that can be developed without substantially adding to the cost of the finished product."



The American Thread Company obtains an effective showing of its "Silkine" crochet cotton by means of this "window" display box. Arranged in "tilted" form the five rows of cotton balls, in various colors, are clearly visible through the transparent covering which also protects from dust and shop wear. The covering of the box is Artcote embossed silver paper

Ridgelo  
CLAY COATED

FOLDING  
BOXBOARD

*Makes the carton worth displaying*

25<sup>c</sup>



For  
PACKAGES of  
DISTINCTION

Ridgelo  
CLAY COATED  
FOLDING  
BOXBOARD

Made at  
RIDGEFIELD, N. J.  
by  
LOWE PAPER CO.



This insert is printed on RIDGELO Clay Coated  
Folding Board, double lined, white one side-.016

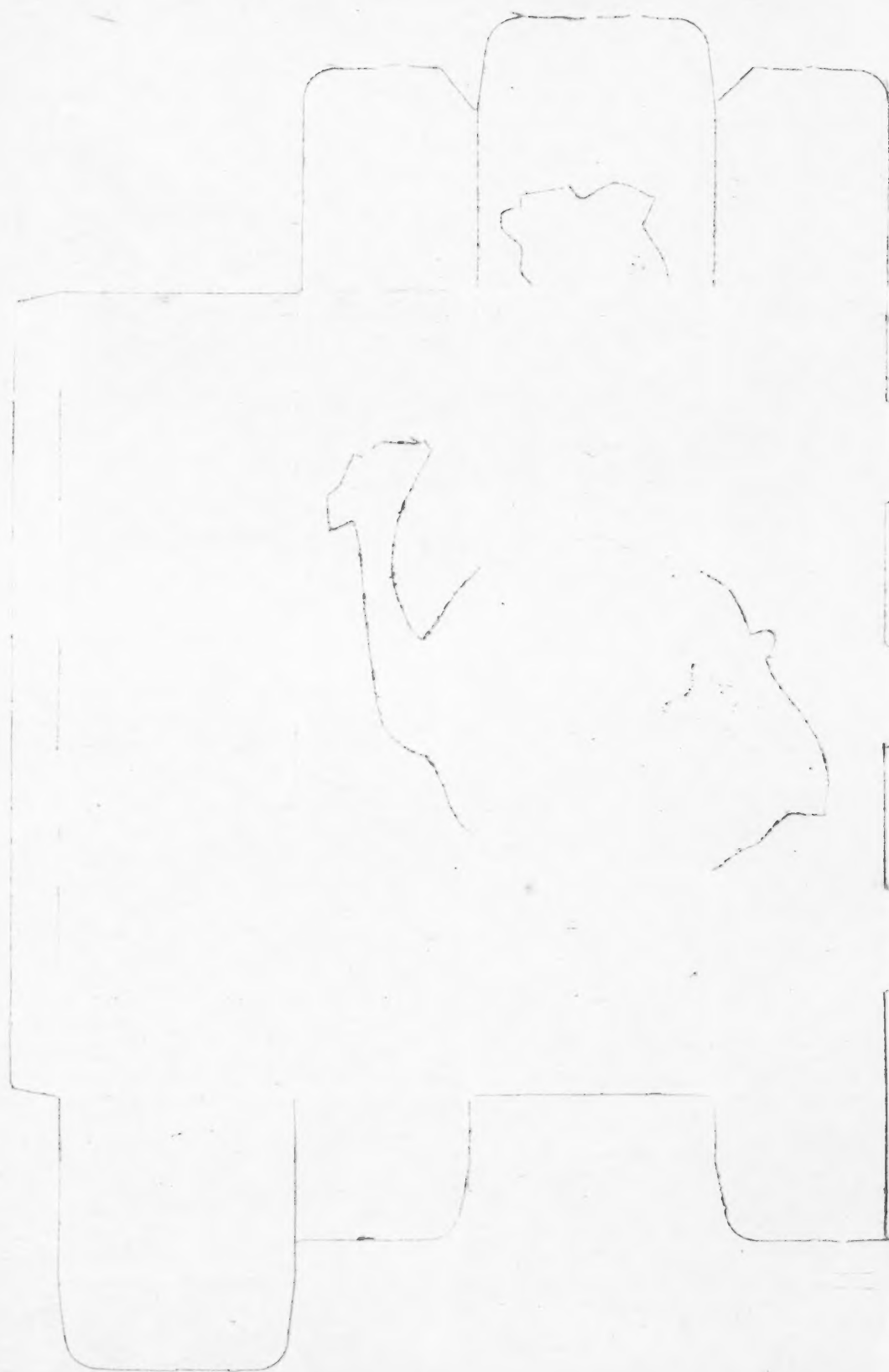
By its printing and fold-  
ing qualities RIDGELO  
Clay Coated Folding  
Boxboard brings distinc-  
tion to all cartons and  
display containers. May  
we send you samples of  
this multi-purpose fold-  
ing board?

Made at

**RIDGEFIELD, NEW JERSEY by LOWE PAPER COMPANY**

Canadian Representative: W. P. Bennett & Son, Toronto

Pacific Coast Representative: Blake, Moffitt & Towne, Los Angeles



*Specify*  
*Gaylord*  
*Liners*

WHEN ORDERING  
 CORRUGATED or SOLID FIBRE  
**BOXES**

**ROBERT GAYLORD, INC.**  
 GENERAL OFFICES ~ SAINT LOUIS

PRINTERS' AND ADVERTISERS' TIME AND MONEY SAVING UNIFIED SERVICE

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**BRASS STAMPING AND EMBOSSED DIES**  
**WOOD AND WAX ENGRAVINGS**

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**LEATHER GRAINING PLATES or ROLLS**  
*"Something New Every Day"*

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# It's Clipless!



◀ the new  
**COLTON  
CLOSURE**  
for Collapsible  
Tubes . . . .

This decorative and dependable closure is obtained simply by crimping the end of the tube.

It has been adopted by many manufacturers of nationally-known products—among them being Ipana, Ingrams, Pepsodent, Palmolive, and Barbasol.

Write for folder showing how you can reduce your packaging costs by this new closure.



No. 17. Automatic Tube Filling, Closing and Crimping Machine

## ARTHUR COLTON CO.

2600 East Jefferson Ave.  
DETROIT, MICH.

See our display at the Permanent Packaging Exhibit, 425 Fourth Avenue, New York



## Practical Beauty in Packaging

One of the distinguishing features of all boxes designed and produced by WATERBURY is their practical beauty—by which we mean not only the decorative treatment of the packages, but their size, shape, convenience in handling and suitability for the purpose for which they are intended.

All of these factors are carefully considered by our package designers when they are called upon to create a new box. It explains the unusually large percentage of successful boxes produced by WATERBURY.

Without obligation, a representative will gladly call to offer suggestions for packaging your product.

## WATERBURY PAPER BOX COMPANY

New York—100 East 42nd Street  
Chicago—64 W. Randolph Street  
San Francisco—1334 Van Ness Avenue

"When You Think of Boxes, Think of WATERBURY"



# NEW!

Baume Bengue is now being packaged as shown above—in an attractive new tube strongly featuring Dr. Bengue's signature and the English pronunciation (Ben-Gay).

The redesigning of this tube is an excellent example of what can be accomplished by a capable designer when the problem is to strengthen the marks of identification and at the same time modernize and improve the appearance of the tube.

The Peerless Tube Company has been producing the tubes for Baume Bengue practically from the beginning.

## PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY  
70 LOCUST AVENUE  
BLOOMFIELD, N.J.



IT SOUNDS like a tall story in these lean days. But here, gentlemen, is a manufacturer who actually makes twice as much money as he used to! And makes it because he has the wisdom to see that people remember *packages* as well as products!

"Pleased to receive your letter," writes Mr. J. J. Garvey, of the J. J. Garvey Company, New Orleans. "Since using molded caps on our Hot Stuf Louisiana Red Pepper Sauce we have doubled our sales. This in the face of a decline in almost all commodities. We feel proud of this accomplishment."

Durez closures are light, strong, tough. They screw down tightly, yet release instantly. They are proof against acids, and alkalis. They do not affect the contents of the container, and are not themselves affected. They come in a wide variety of handsome colors. Names, trade-marks, slogans, and fancy designs can be molded in clearly and distinctly.

Right now, packers of foods, extracts, condiments and sauces are recognizing that what modern packages have done for the perfumery and drug trades they can do for them. The two La Choy packages illustrated show what smart handling will accomplish. Why let gingerbread designs kill a good product?

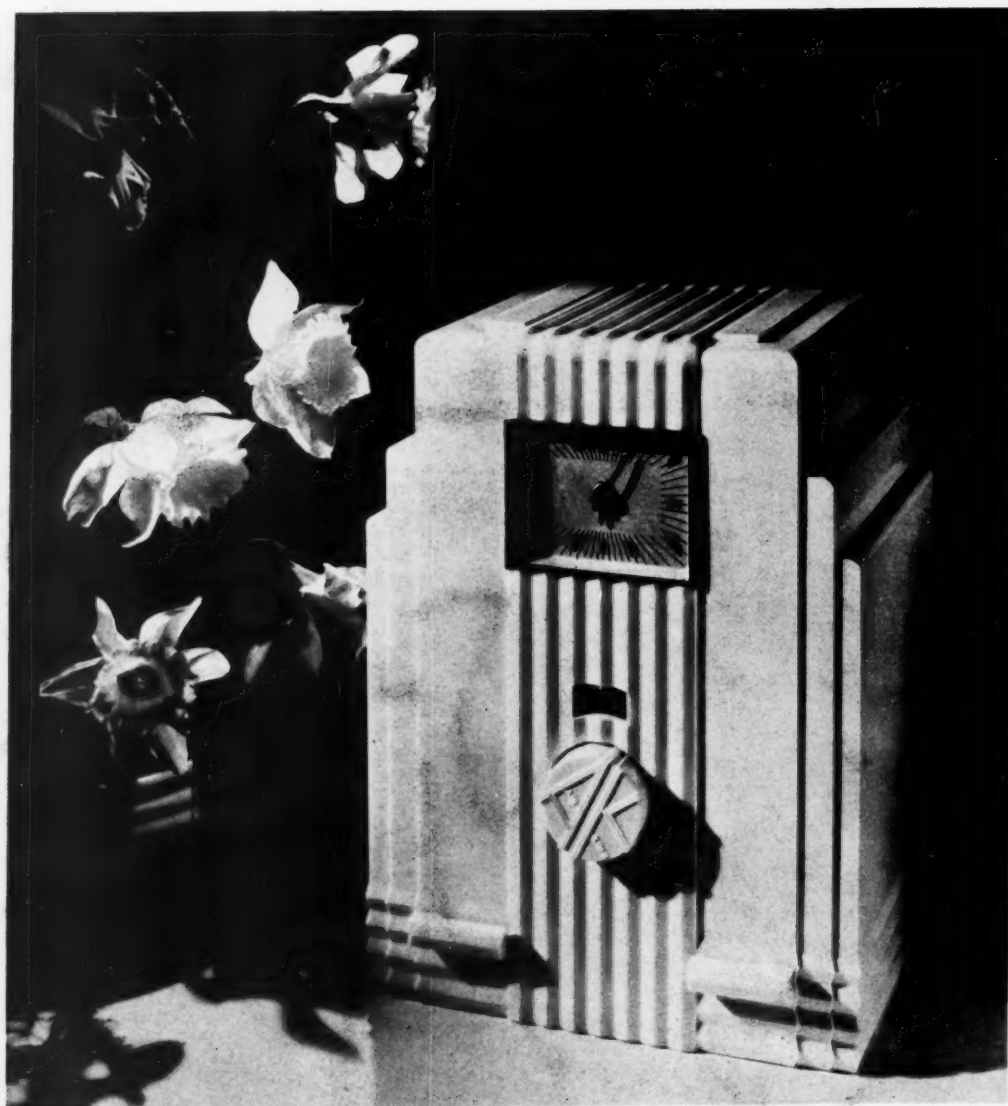
Write today for samples of Durez closures and complete Durez packages. Ask us to tell you how we can help your business. Address General Plastics, Inc., 205 Walck Road, N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.



# DUREZ

Reg. U. S. Pat. Off.

THE PERFECT MOLDING COMPOUND



## Packaged in Plaskon

Plaskon is being used with great success in the molding of containers of every description, including radio cabinets. Also for molded closures, display stands, novelties, and many other articles.

Whether you wish a vivid hue or one of the soft

pastel shades, you will find exactly the color you desire in Plaskon. Your molder will gladly show you samples and give you any additional information that you may desire. The services of our technical and designing staffs are also at your disposal.

[[ Radio—Air King Products Co., Inc., Brooklyn, N. Y.; Cabinet Designer—Van Doren & Rideout, Toledo, Ohio ]]  
Cabinet Molder—Specialty Insulation Mfg. Co., Hoosick Falls, N. Y.

TOLEDO SYNTHETIC PRODUCTS, INC.  
TOLEDO, OHIO

PLASKON